GPStrategies®

Reimagining Your Contact Center Enablement Solutions

July 25, 2023

Part of Learning Technologies Group plc ltg

Introductions

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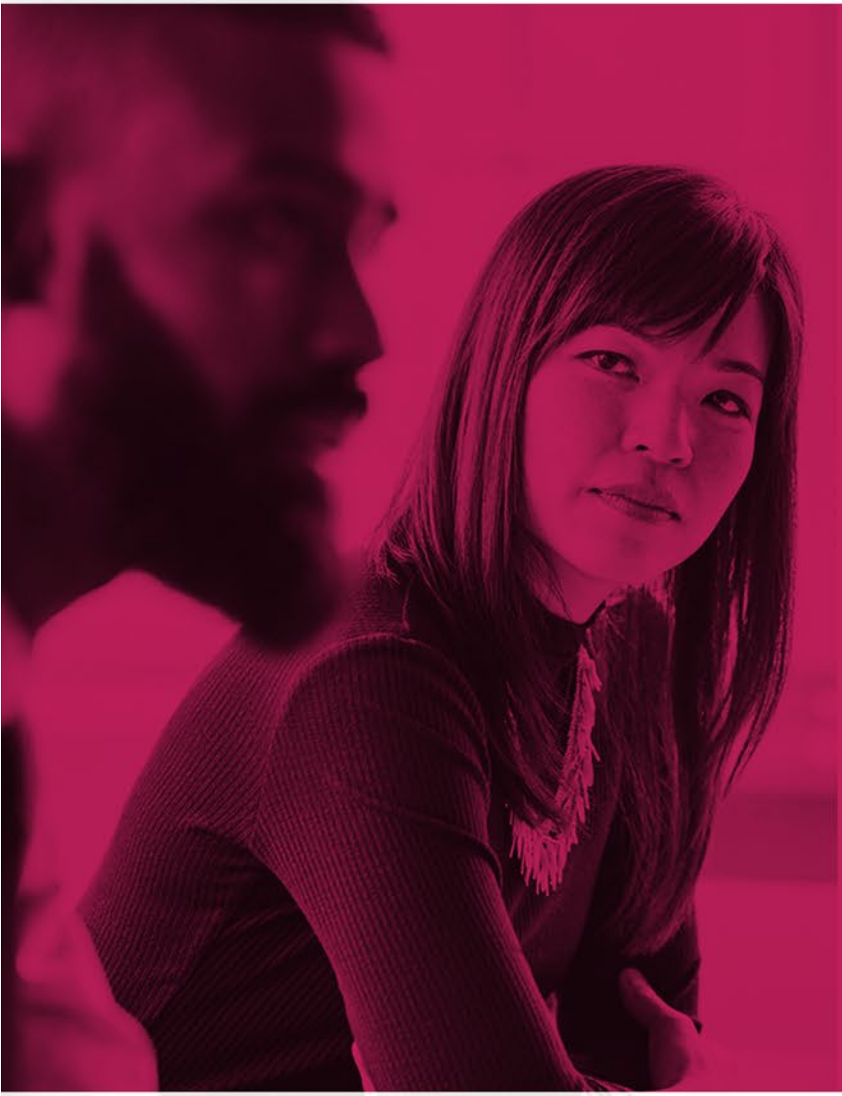
Huge Orioles Fan



Agenda

July 25, 2023

01 Overview of **workforce and technology changes** and impacts on contact center operations

02 The four **conditions that drive organizational performance**

03 The **evolution** of employee onboarding and performance support

04 **Next steps** for your organization

05 Q&A and Closing

Pandemic-Related Impacts

Covid has proven that many kinds of work can be done remotely.

Remotely doesn't just mean "at home."

Transition to new staffing models are emerging.

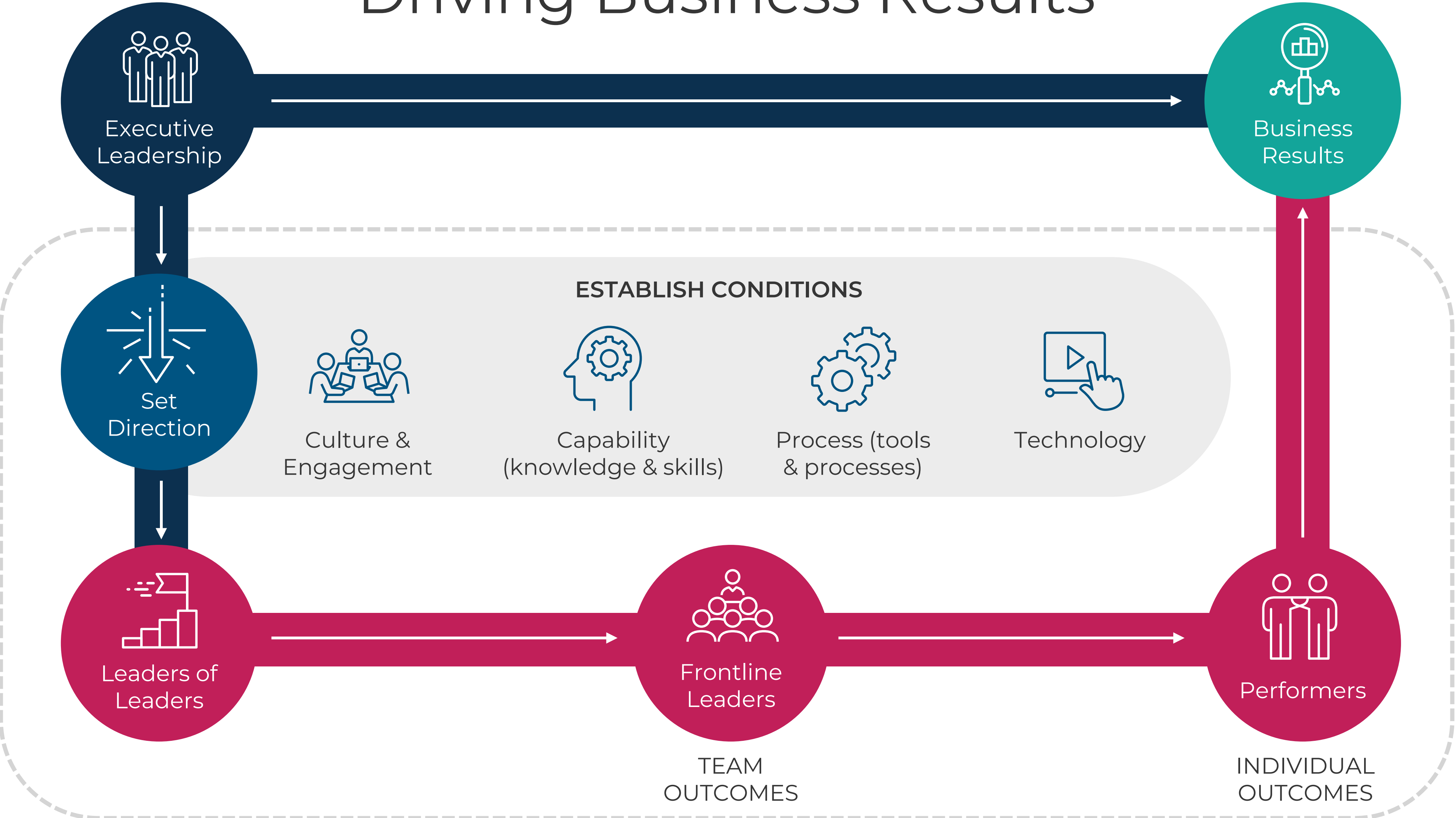
There is a less experienced workforce due to great resignation.

The experience economy drives customer and employee expectations.

Technology Advances

- Omnichannel (contact centers, webchats, SMS, messaging, email, and social media)
- Automatic Call Distributor (ACD) and Interactive Voice Response (IVR)
- Speech and text analytics
- Self-service customer service
- QA, analytics, and reporting

Driving Business Results



Executive Leadership

Business Results

Set Direction

ESTABLISH CONDITIONS

Culture & Engagement

Capability (knowledge & skills)

Process (tools & processes)

Technology

Leaders of Leaders

Frontline Leaders

Performers

TEAM OUTCOMES

INDIVIDUAL OUTCOMES

Implications for Our Traditional Model

Culture & Engagement

Work from home / hybrid staffing culture

Supervisory model

Capability (knowledge & skills)

Explosion of knowledge content

Transition to more strategic activities

Process (tools & processes)

Process evolution

QA and analytics incorporation

Technology

Contact routing

Upskilling on new tools

A Performer-Centered Experience

Learning

I can recognize the flow of my job and clearly see my learning path to prepare to work.

As I grow in my job, I'm served refresher or upskilling learning relevant to me.

Performance Support

In the moment of need, I easily find the help I want and access it with a few clicks.

Performance support helps make formal training "stick," so I learn in the flow of work.

Knowledge

When I need additional information, I know exactly where to find it.

When I find it, it is easy to see and read the information I need.

Learning

80% of what people learn, they learn on the job as they are doing job tasks, wherever and whenever that may be.

- Focus learning on what people need in their heads **before** they start learning on the job.
- Set the stage for learning in the flow of work.

If we are measuring success by accomplishment of business results, we must change the “finish line” of training.

- Completion of training ≠ performance.
- Completion should be measured by application to work and improved performance.

Changing the finish line requires implementation of new ways of measuring and supporting on-the-job use.

The Future Performer Lens

One Path for Performance Support and Knowledge

IN APP SUPPORT

In App Help

Performance Support Platform

ONE CLICK TO MORE

Linked Documents

ONE CLICK TO MORE

Effective Search

Performance Support with AI Enablement

Other Knowledge

Knowledge

New Hire Training

Ongoing Learning

Compliance Training

Learning

Best Practices to Ensure Readiness for Moving Forward

- Charter a council to ensure continual improvement of the contact center employee solution.
- Members should include Learning, IT, and business process owners.

- Implement evaluation and/or assessment methods to assess effectiveness and recommend prioritized continuous improvements.

- Identify key performance indicators (KPIs) for each business process and set performance objectives.
- Take advantage of new technology to track more detailed KPIs.

- Charter an issue resolution board to oversee groups established to improve technical systems, business processes, and user performance.

Contact us

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