

Supervisors

monitoring, management, motivation

Role of the Supervisor

Contact center supervisors make or break projects, initiatives and morale—they are the key to running a successful contact center.

Yet they are also one of the most overlooked and underdeveloped resources in many contact centers. Developing and supporting supervisors is one of the most effective and fastest ways to improve contact center performance

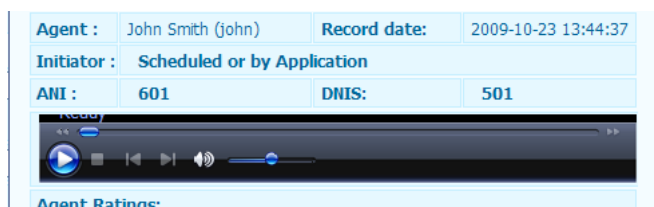
Who has the toughest job in a contact center?

Consider the front-line supervisor: cheerleader, product expert, problem solver, systems troubleshooter, coach and motivator, trainer, amateur psychologist, friend and disciplinarian.

Leading teams of 10 or more agents, these supervisors perform a key managerial role, with responsibility for meeting quality, productivity, customer satisfaction and sales targets as well as coaching and training employees. Ideally, supervisors should focus most of their attention on their teams. However, in the real world, this often is not the case. Rather than spending time with their people, supervisors are often found updating spreadsheets, generating reports and creating paperwork for management—almost anything, in fact, other than spending time with their agents and their customers. Some contact center supervisors even view their managerial role as an opportunity to stop dealing with customers.

In today's market, often these supervisors are 'ad hoc' – it's not their primary responsibility. They are first and foremost IT Helpdesk managers, sales managers, or even support desk team leads. Often they are forced into this role because of shrinking budgets and are woefully understaffed. Enabling these employees to fulfill their responsibilities in supervising their teams requires even more focus on reducing the overhead of managing the call center, so they stay focused on their primary role of getting PC's fixed, keeping the team meeting quota, or handling their assigned calls each day.

Technology can play a role in putting supervisors back on track to doing what will provide the most value to the company.



Benefits

Optimizing supervisor performance has a profound effect on many key performance measures:

- the time to proficiency for new hires,
- average call handling time,
- first call resolution,
- errors and rework,
- customer retention
- and cross-selling / up-selling

In fact, optimizing supervisor performance might be the most effective step you take to improve overall contact center performance, delivering immediate dividends in quality, productivity and customer satisfaction. It also is a popular move:

- Agents like it, because they get more attention and feel they have a voice in the organization.
- Supervisors like it because their roles are better defined and more focused.
- Best of all customers like it—because they get better service.

An effective front-line supervisor is first and foremost a people manager. Supervisors must take responsibility for recognizing and motivating their agents through positive reinforcement.

Supervisors should spend at least 70 percent of their time with their agents: listening in on phone calls, setting individual targets, conducting one-to-one coaching sessions and holding regular team briefings to communicate critical information and solicit feedback. FrontRange Voice enables this through sophisticated monitoring tools, call recording and scoring, and reporting features.

Monitoring provides supervisors with the option of one-way listening, coaching an agent without the customer hearing, or even joining the conversation when required. Because supervisors are able to monitor remotely, "Y jack performance improvement" where agents up their game because they know they are in the spotlight is eliminated.

The best-performing contact centers use a formal coaching process by which supervisors can create rapid change in performance on the contact-center floor. Instead of just talking about performance goals, supervisors should be working closely with their staff to create the behaviors that support business performance. FrontRange Voice

enables this through scheduled call recording and scoring. Supervisors can schedule calls to be recorded based on agent skill level, type of call, including random sampling, or even based on supervisor request for specific calls. Once calls are recorded, supervisors can then rate the call based on up to 10 unique criteria and use integrated reporting to identify areas for improvement to agents. These recordings can then be reviewed (or emailed) to agents so they can get direct feedback on how their calls are perceived by the caller.

FrontRange Voice provides an in-depth set of historical reports and real-time views that address the challenges associated with managing multi-channel and multi-site contact centers. Supervisors can see real-time data and access historical reporting through an easy-to-use web based dashboard.

These dashboards can be tailored to meet a user's specific needs to see the health and performance of your contact center. By providing performance data to benchmark against colleagues you will promote competition among agents. Real-time reporting is web based, enabling you to keep your finger on the pulse whether you are at your desk or out of the office. The web-based Historical Reporting includes over 80 pre-built reports enabling you to gain benefit from day one. These reports can easily be exported to Excel, making it simple to build reports to email to upper management, freeing time to spend with agents, and improving their performance.

Recording

- On demand – via selection from supervisor's dashboard
- Scheduled – by agent or percentage of calls, (date, time and other call properties using call scenario logic)
- Application-initiated – application scenario may decide to start call recording based on results of DB query, for example
- Agent to Agent Message Logging – message streams are time-stamped and logged in database

Recording Browsing / Listening

- Web-based - runs on server, accessed via internet browser
- Search – by date, time, agent or other call data
- Agent Recording Rating – rate calls on multiple criteria.

Monitoring

- Listening only – Supervisor can listen to call remotely
- Whisper / coaching – supervisor can listen to both parties while talking only to agent
- Message Coaching - supervisors can also coach agents via IM while monitoring the call.

- Participation/Conference - supervisor can fully conference into conversation

Real-Time Reporting

- Over 100 statistics implemented out of the box
- Per Agent, Agent Group, Service or Contact Center
- Real-Time Reporting – statistics monitored using Statistics Console connected to server over TCP/IP
- Current numbers and states
- aggregated over a day and
- for last 60 minutes (configurable)
- It is possible to track multiple Contact Center Servers in one console

Historical Reporting

- Web-based - runs on server, accessed via internet browser, web server is not required
- Real-Time statistics aggregated and saved in 15-minute intervals (configurable)
- Click-through graphs navigate report objects, timescales or date and time
- MS SQL or Oracle DB
- Not Ready Reasons – it is possible to see not only statistics per state but also per specific not ready reason
- Agent Audit table – historical reporting can keep a table of all agent state transitions, this can be turned on and off per agent
- Custom reports can be created by using 3-rd party reporting tools, based upon the IPCC historical reporting SQL database.

State	Reason	Last Name	First Name	Number	Record...	Monitor...	Monitore...
Busy	Smith John	Smith	John	600	Record...	Monitor...	Monitore...
Not Ready	Supervisor	Sally		602	<Schedu...		



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