# Agent Experience Audit

### 1. Goal: Identify and quantify improvements that can be made in the Agent Experience

Agent attrition, productivity, and training are key issues for many companies impacting both customer experience and increasing the cost of delivery.

Whilst servicing a customer, agents frequently deal with multiple, disconnected systems in trying to get a view of their customer. This leads to extended call resolution times or worse still, repeat customer calls. Ultimately, both lead to poor customer experience and dissatisfaction.

Our Agent Experience Audit will help to identify improvements and quantify the benefit they will bring to your business.

The consultancy package includes:

- Interviews and workshops with key stakeholders, e.g. COO/CXO, Contact Centre Manager, Supervisor/Team Leads, agents, etc.
- Side-by-side contact handling observation within the current Contact Centre.
- Review of all associated desktop applications, screen pops, availability of customer data with contact (including previous contact history across all channels).
- Review of call lengths/contact handling times and drivers, first-time resolution, transfer reasons, etc.
- Review of agent coaching, training, and performance metrics.
- Agents engagement with customers.

## 2. Transformation Journey

Our approach is to understand the business goals and the agent's engagement with customers across all touchpoints, so we can design the best solution to help deliver exceptional customer experience.
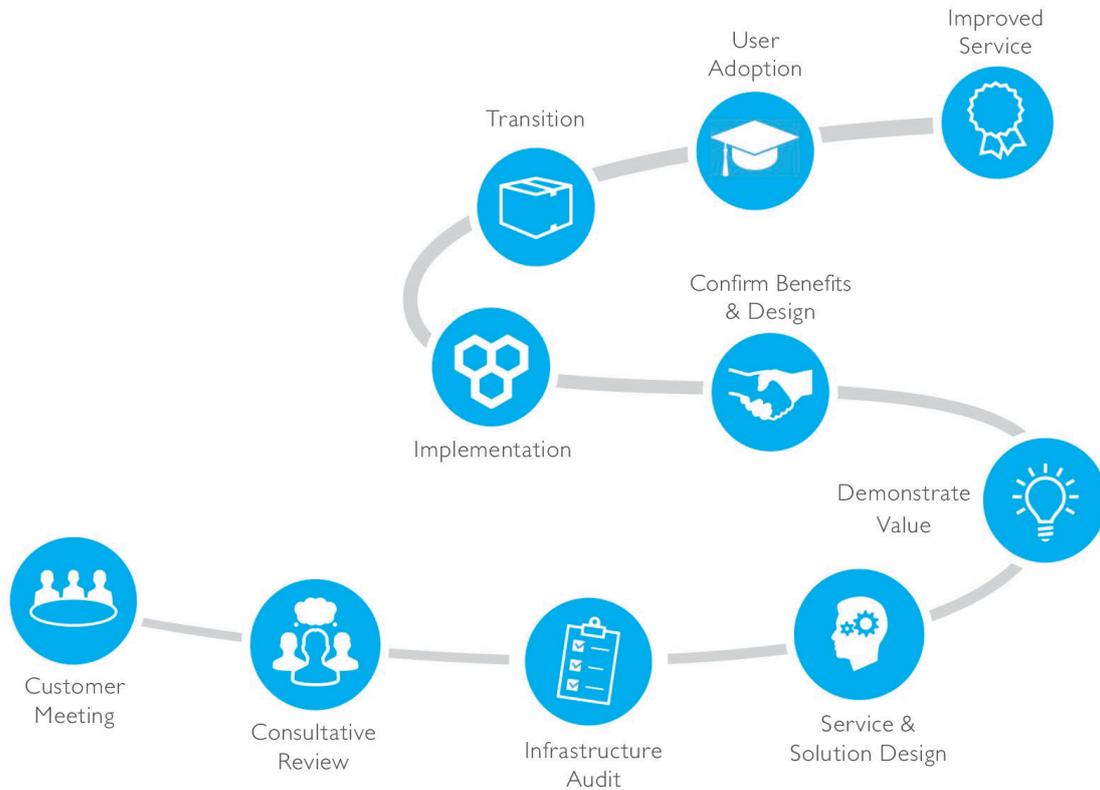


## 3. Business Outcomes

The Agent Experience Audit will focus on improvements that lead to cost reductions. This is achieved through reduced agent attrition and improved agent performance. Both directly enhancing the overall customer experience.

At the end of the audit, a comprehensive tailored report of recommendations will be presented to the customer in a Review and Feedback Workshop.

It will include:

- Current agent experience gap analysis.
- Quantification of both the agent experience and cost improvements.

- Recommendations for "Quick Wins" and short-term tactical improvements.
- Identification of current and future business needs requiring investment in process improvements or technology solutions across areas such as:
  - Customer data consolidation or integration improvements.
  - Operational cost reduction through support model enhancement, technology consolidation and/or migration to cloud-based applications.
  - Omnichannel implementation.

Conn3ct's Agent Experience Audit is a complementary consultancy package to both a Customer Experience Audit and Contact Centre Infrastructure Audit that focuses on other areas of improvement to be made for a customer experience service.

## 4. Timeframes

The audit can be tailored to individual customer requirements and depends on the size and complexity of the business. However, a typical audit would take approximately 15 days with the key tasks outlined below:

| Customer Journey Audit Task By Conn3ct | Conn3ct Resources | Customer Engaged | Conn3ct Days |
|---|---|---|---|
| Project Kick-off | Consultant & PM | Y | 1 |
| Stakeholder Interviews and Agent Observation | Consultant | Y | 2 |
| Review Agent Contact Handling Tools & Processes | Consultant | Y | 2 |
| Review of Training, Coaching & Performance Management | Consultant | Y | 1 |
| Report Creation & Recommendations | Consultant & PM | N | 3 |
| Review & Feedback Workshop | Consultant & PM | Y | 1 |