

Deliberate Agents

Four Steps to creating more “deliberate agents”

Customers need “deliberate agents”. Deliberate agents are intentional, and purposeful with communications they have. They handle problems and issues with ease because they are inspired to do so, not because they are afraid of losing their job, having a bad quality score, or receiving a bad review. They are given the tools they need to do their jobs well. They have a support staff around them that inspires them to do better.

1. Empower

Trust frontline agents to do what is right. They shouldn't have to look up everything they do to make sure it is within company policy. Customers want to know that the person they are speaking with has the ability to do whatever it takes to resolve the issue. Customers who take advantage of situations are outside of the norm.

Call Center Management should acknowledge that frontline agents are the group that has contact with customers and they know what customers need and want.

- Take the approach of it is better to ask forgiveness than permission.
- Hire agents you feel comfortable trusting; review your hiring practices.
- Trust your customers. A very small portion of customers are trying to take advantage of your company.
- Evaluate all of your policies to ensure that they are in line with the culture you are trying to create.

2. Educate

Educated agents are deliberate with their words. If a customer asks them a question, they don't search everywhere for the answer or “brain dump” on the customer.

- Agents should have full in-depth training to ensure that they know all about the product you are selling or

providing.

- If they do not have all of the information in their heads, it should be at the fingertips.
- Knowledge bases should be searchable and completely usable.
- Knowledge bases should have the most up to date material possible.
- If they need extra help, can they reach someone? Or is it so hard to get a supervisor they get back on the line and say, “I can't find anyone”.
- Support staff should be providing positive coaching and feedback.

3. Inspire

Inspired agents come to work each day with a sense of purpose. They want to do a good job.

- Find relevant articles and inspirations online. Send them out to agents weekly or daily.
- Provide ample opportunity for training.
- Give agents attainable goals and reward and recognize them for reaching those goals.
- Keep the attitude positive and purposeful.

4. Surround them with Leaders

Team Leaders should act like leaders. Your supervisors and team leaders are creating a culture within the company's corporate culture. The reality is that every person leader within your team leads in a different way. Everyone knows that even though you may work for the same company as a co-worker both of you may have a completely different experience than them.

- Provide ample training opportunities for your leaders.
- Give them permission to be themselves
- Trust they know what is happening with their agents.
- Communicate with them. Learn from them.
- Leaders should be visible, and “Happy” to be at work.



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