

TOP 4 Focus Areas for Optimizing Contact Center Resources

Optimizing resources in your service organization typically goes hand-in-hand with reducing expenses. With cost reduction at the top of the list for many contact center leaders, determining where you have opportunities to streamline is essential. In order to truly optimize resources, you have to understand which efforts will bring about maximum change but also ensure that your team is not overwhelmed or battling competing priorities.

Outlined below are four key areas that support resource optimization and reduce cost to serve. Explore how your organization is currently performing in each of these areas and then identify which to tackle first. Establish an action plan with check-ins to evaluate whether you are seeing positive or negative results and adjust accordingly before moving on to other areas.



REDUCE YOUR CALL VOLUME

Start by focusing on the performance of your unassisted or digital channels. Do your customers know your digital channels exist? Do they know how to use them? Do these channels provide first contact resolution? Do they perform at an acceptable level per customer feedback? If you're not sure how to answer these questions or answered no to any of them, you've just identified an improvement opportunity.



REDUCE YOUR COST PER CALL

For this area, you're going to want to focus on your team's training and development. Quality assurance monitoring and modular training should have a regular cadence in your organization. Be sure to update these operational documents and practices to ensure compliance with internal policies and customer feedback. Agents should always be equipped with the tools, resources, and knowledge required to consistently elevate the customer experience and deliver at peak levels.



REDUCE ATTRITION

Turnover is expensive! Hiring and training new staff is one expense, but the cost of losing experienced, knowledgeable agents, is quite another. With the loss of knowledge, decreased productivity, and a reduction in employee morale, it pays to focus on your talent retention strategy. Make sure you are regularly evaluating your employees' experiences and acting on areas of opportunity to ensure maximum health in the workplace.



IMPLEMENT AN OMNICHANNEL ENVIRONMENT

If you don't already have an omnichannel environment in place, or are limited to few or ineffective channels, then it's time to evaluate what you're missing. Live phone is the most expensive of all channels. Unassisted, digital channels enable multiple interactions that can be handled simultaneously. By offering more self-service options to your customers, you'll reduce expenses while creating the opportunity to improve your customer experience.

If you're ready to tackle one or more of these areas but need help establishing an action plan or evaluating progress, reach out to our team. We're here to help.

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