

One Powerful Person

Adherence Communications to
Newly Hired Agents

Sample Presentation for CWPP Certification

Our Agenda

- *The Project Description*
- *Executive Summary Review*
- *Scope of Project*
- *The Methodology*
- *“One Powerful Person” Training Plan*
- *Future Measurements/Plans*

The Project Description

- *The Power of One Education Project* is assigned to develop a presentation for new hire orientation classes that will communicate the “power of one” effectively. This presentation should also be able to be utilized with existing agent teams. The training should be delivered to a new hire class and existing staff. Average adherence prior to and after classes should be analyzed and the effectiveness of the training determined.

Executive Summary Review

- Presented to Client Training & Client Leadership
- Brief Background of Force Cycle, Adherence Concepts, Current State & Objectives for Agents
- Effect of Improved Adherence on Customer Service & Resource Utilization
- Recommendation for Awareness Training in Initial Training classes & Team Meetings
- Follow-up with Tracking of Improvements

Scope of the Project

- Includes Training Presentation related to the power of one individual agent in increasing customer service and productivity.
- Includes the Analysis of post- training average adherence information for Agents.
- Does Not include other call center organizations in XXXXX at this time. The Presentation may be utilized for other entities with minor modifications.

The Methodology

- Collected Key adherence figures for 2005 Consumer Services Agents & Analyzed Trend.
- Read and discussed “The Power of One” book by Penny Reynolds, The Call Center School, with Initial Training team members.
- Developed Training plan approach based on content need and time constraints in class.
- Included Instructor Guide to gain consistency of delivery.

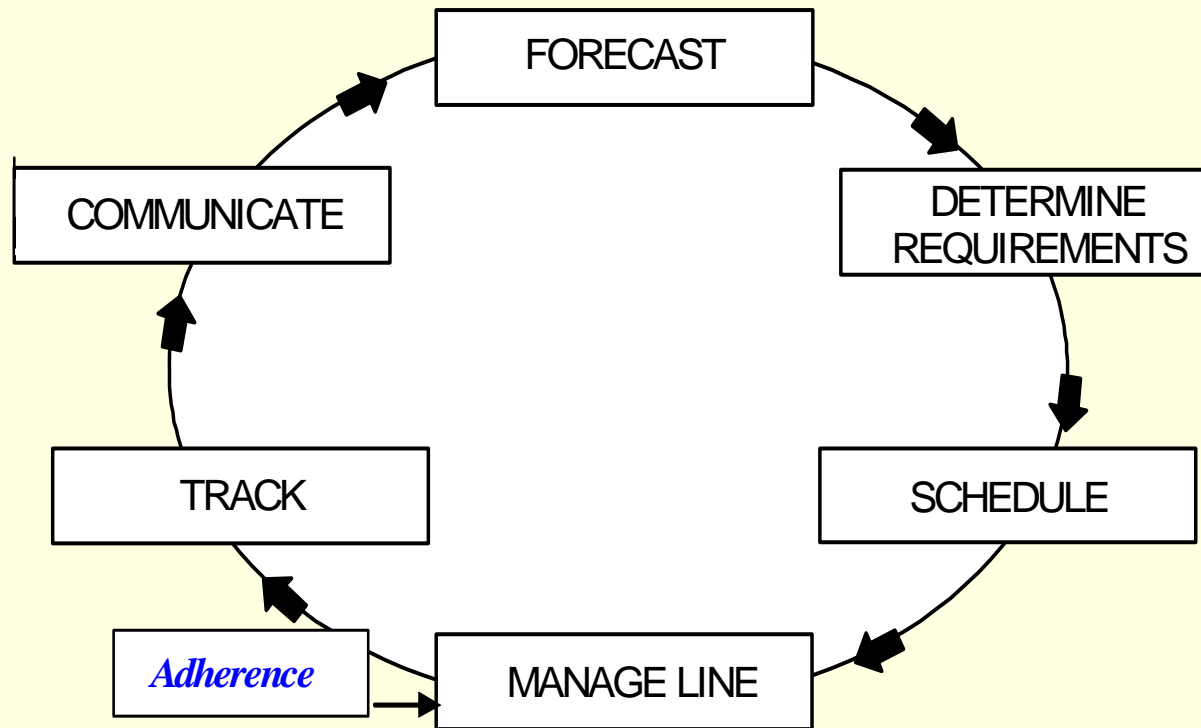
The Methodology, Cont'd

- Presented Training Plan and Pilot class to Leadership and IT (Initial Training) class.
- Will Track Adherence of Target group after they are on the desk for 90 days.
- Follow-up with Leadership on Impact of training and lessons learned.
- Have Center Training Managers attend IT class to use training in team sessions for incumbent agents.

“One Powerful Person” Training Plan

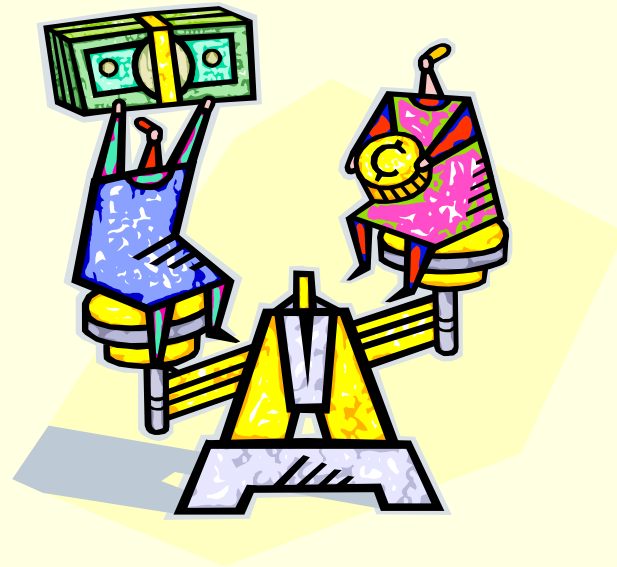
- Introduction
- The “Force Process”
- The Balancing Act –
Customer Service vs. Resource Utilization
- What does it mean to “Adhere”?
- Let’s Put it to the test!

The Force Cycle Process



The “Balancing Act” – Customer Service Time vs. Resources

- Too Few Agents = Poor Customer Service & potential Lost Revenue & Customers
- Too Many Agents = Additional Labor Cost



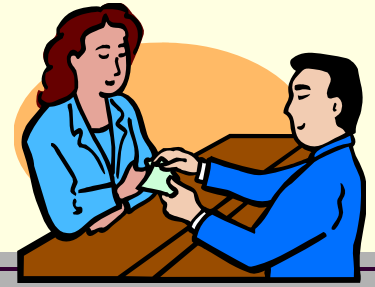
What does it mean to “Adhere”

- Following as close to the your assigned schedule as possible, consulting with managers or force group if any emergency changes come up.
- Be conscious of your schedule each day and the activities you are assigned.

Why "Adhere"

Workload Volume	Available Staff	Avg Delay (ASA)	Occupancy Rate
50	55	18 sec	90%
50	54	28 sec	92%
50	53	46 sec	94%
50	52	84 sec	96%
50	51	201 sec	98%

“One Powerful Person” Interactive Exercise



- Have 4 individuals be Agents serving customers. Line them up a few feet apart, standing or at table.
- Have 5-6 individuals act as “Customers” calling into the center. Line these individuals up arms length away across from the agents.
- Have a box of “Calls” in between the customers and agents, easily reached by the customers. These “calls” can be a box of small balls, cushy items or anything easily handled in one hand (Nothing Sharp)

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Interactive Exercise

- Instruct Agents they will be receiving “Calls” from customers and they will handle the call from 5-7 seconds each, then return to the box
- Instruct Customers to “hand” a call to a random available agent, counting their delay time if there is no agent available to hand to.
- Start the call exchange and go about 2 minutes. Stop and review delay times with customers. Board. Ask Agents how they feel.

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Interactive Exercise

- Remove one agent from the line. Begin call exchange again.
- After two minutes, remove another agent and continue exchange. Have customers count delay time.
- Stop after one minute and review delay times with customers. How different did Agents feel after someone was “missing”

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Interactive Exercise

- Debrief by reviewing differences in delay time based on various agent situations. What was the effect on Customer Service? Agents? What happened when call was not fully completed (Dropped outside box - ACW)?
- Ask “What difference did 1 person make in this exercise?” Explain that ***They*** are that “*One Powerful Person*” in their center.
- Ask for additional Questions & Close

Measurements/ Future Plans

- Tracking Adherence of students after class for 90 days and compare to Incumbent population's adherence figures
- Incorporate Exercise/Communications into Team meetings in Centers to build understanding and awareness
- Cross pollinate training plan with other organizations to gain synergy

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Questions?