

WEBINAR

Empowering People Effectiveness for Proactive Frontline Action

January 19, 2022

Rachel Lane Director, Senior Solutions Principal - Contact Center Practice

Justin Cruz Director, Customer Success

Medallia



Managing Contact Centers Going Forward



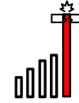
50%

Of workforce wants to remain
remote employees



> 50-70%

YOY decrease in FTEs



300% - 800%

Call volume increase in
enterprise contact center¹

Emerging Trends Across Contact Centers

Work from
Home

Return to
Work

Gig
Economy

Vulnerable
Customers

Managing
Surge

68%

Increase in escalations

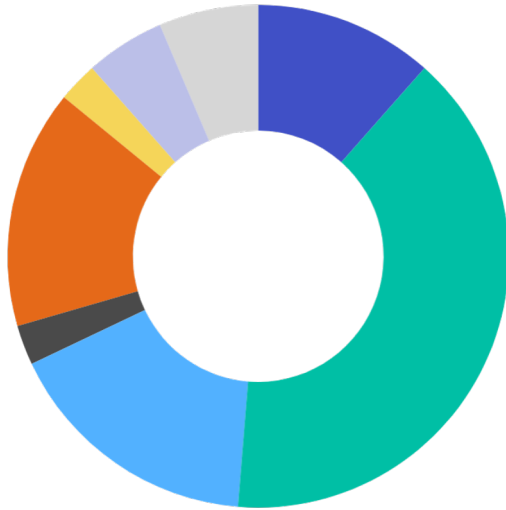
34%

Increase in hold times

50%

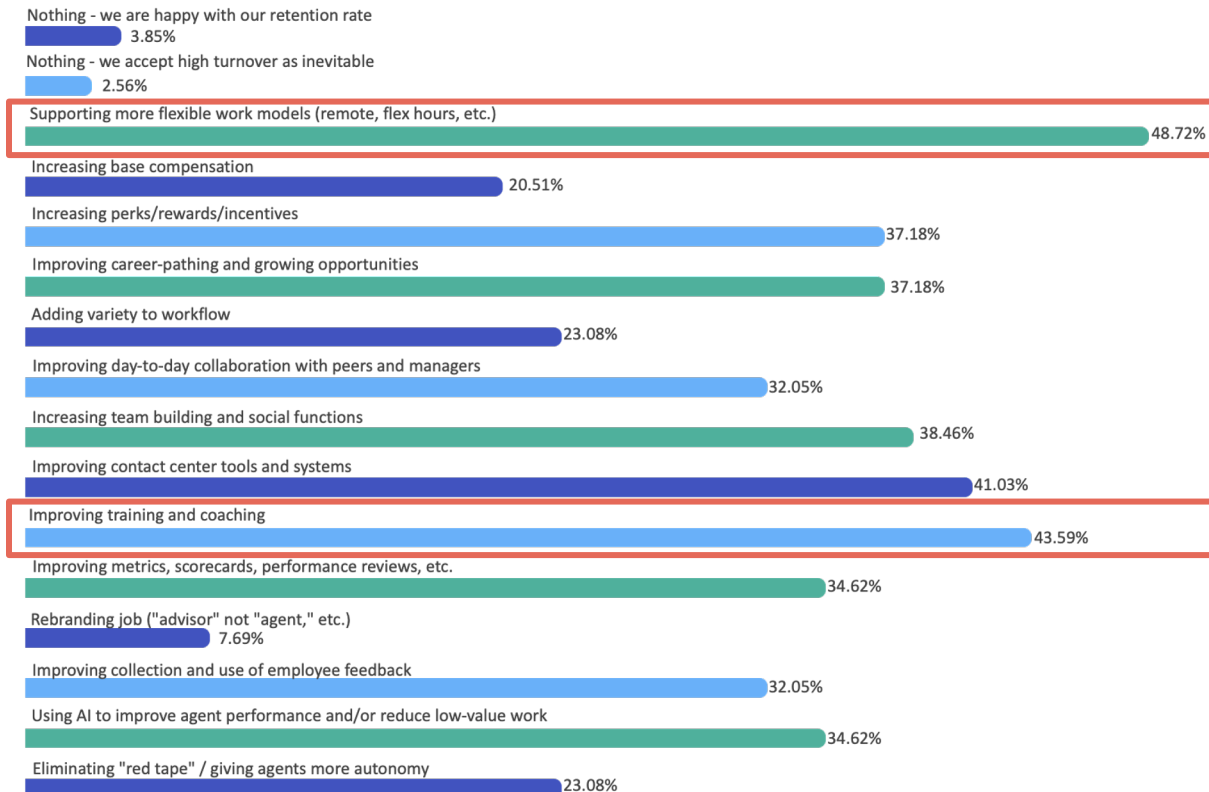
Increase in difficult calls

Which best describes the contact center workforce model you expect to permanently adopt moving forward?

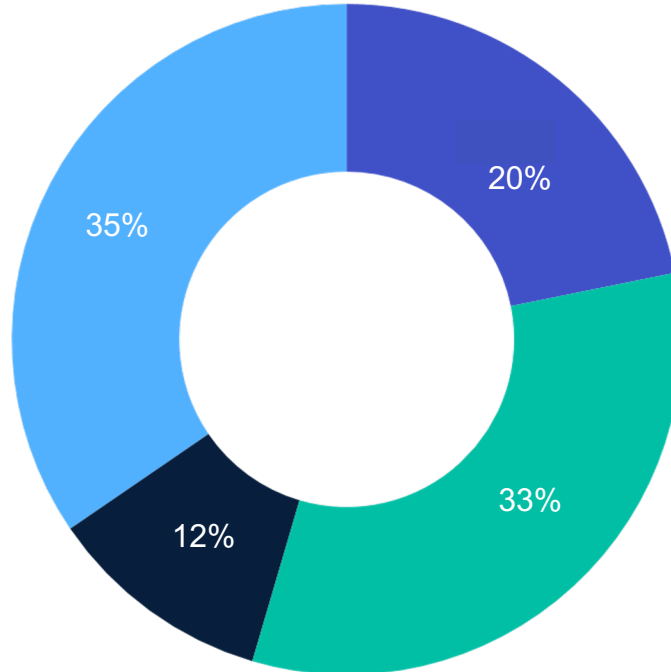
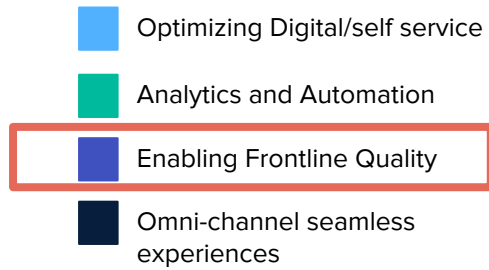


- 11.54%** Primarily On-site: Most agents will spend most of their time in the office
- 39.74%** Hybrid By Task: Agents will come into the office for certain tasks (training, collab, etc.) and work remotely for others
- 16.67%** Hybrid By Role: Time spent in office vs. remote will depend on factors like seniority, job, type, team, etc.
- 2.56%** Hybrid by Other: Time spend in office will hings on any other factors, such as last name, day of week, lottery, proximity to site, etc.
- 15.38%** Primarily Remote (No Restriction): Most agents will spend most of their time working remotely, in any location
- 2.56%** Primarily At-Home: Most agents will work remotely, but they will have to live close to office (for reasons like logistics or taxes)
- 5.13%** No Policy: Agents will have full autonomy to choose if/when they come in
- 6.41%** Unsure: Have not yet made a firm plan/decision

Which of the following are you employing to improve agent retention?



Trends Driving Technology Purchase in the Contact Center



Trend: Enabling Frontline Quality

Medallia's Contact Center Suite as an agent attrition best practice

Bringing in customer data from other unstructured and structured sources, live chat, agent notes



Delivering direct customer feedback of individual service experience - agent performance empowerment



Deploying employee pulse surveys and ad hoc opportunities for feedback to understand the current temperature of the team and individual

Signal Capture

Speech Analytics

Agent Performance

Ideas Management

EX

Taking call quality scores to pinpoint areas of focus that are operationally impactful to the business

Enabling frontline agents with key business insights to share ideas for service and business improvement

Question

Challenge?

How do you see contact centers today plugging the hole in agent attrition?

Action?

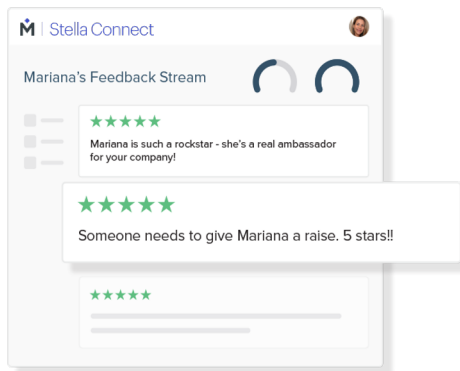
How do leaders get proactive about agent retention?

Empowering Agent Performance

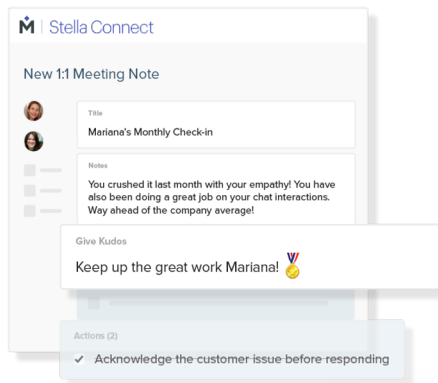
One unified solution for your customer service needs



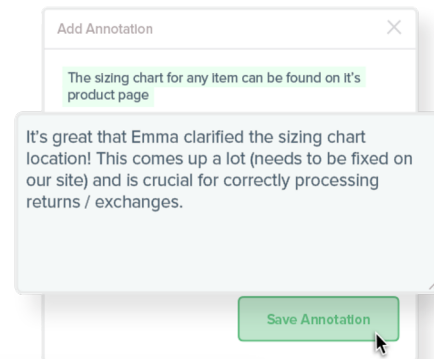
Real-Time Feedback



Coaching & 1:1s



Quality Assurance



Rewards & Recognition




You're on fire! 🔥 Keep it up!


Celebrate



Empowering Agent Performance- Feedback

**BLANCA PEAK**

You recently had a call with:



Mariana
Customer Service

Enjoys hiking, traveling, Thai food, and watching entire seasons of TV shows in one sitting.

Overall, how would you rate the call?

★ ★ ★ ★ ★

POOR EXCELLENT


Overall, how would you rate the call?


★ ★ ★ ★ ★


POOR EXCELLENT

Mariana listened, took responsibility and empathized. Then she worked to solve my problem. Great job!

If you think we should recognize and reward Mariana for great service, simply select one of the options below:

Coffee

Lunch

Gift Card

Submit

Overall, how would you rate the call?

★ ★ ★ ★ ★

POOR EXCELLENT

Mariana listened, took responsibility and empathized. Then she worked to solve my problem. Great job!

What did Mariana do particularly well?

Efficient

Empathetic

Friendly

Personable

Above and Beyond

Knowledgeable

Submit

Overall, how would you rate the call?

★ ★ ★ ★ ★

POOR EXCELLENT

Passed the buck / didn't really take ownership in helping solve the problem.

Sorry to hear about your experience. How can we improve?

Knowledge

Professionalism


Effort

Clarity

Friendliness


Other


Submit

**BLANCA PEAK**

Thank you for your feedback! Share your feedback with friends!

Awesome customer service experience with Mariana @Blanca_Peak. Keep up the great work. Go #PeakGeeks!

Share on Twitter

Share on Facebook

QA- Internal Quality Audits & Feedback

QA Assignments

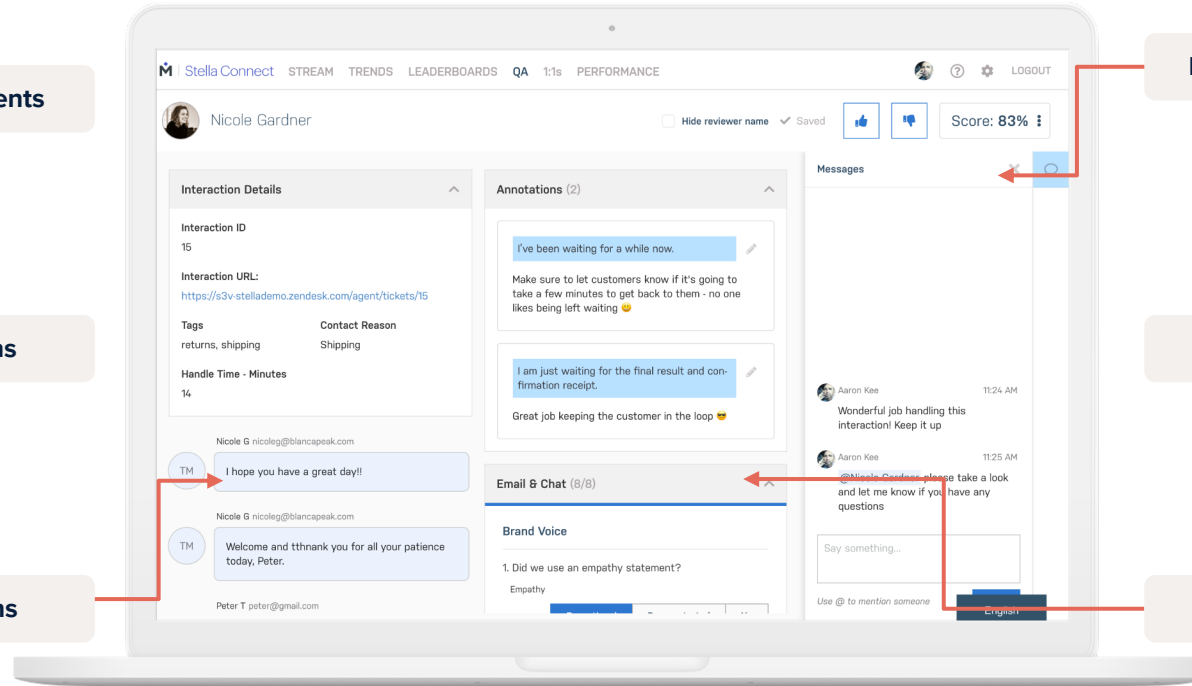
Calibrations

Annotations

Message Threads

Save to 1:1s

Scorecards



Coaching/1:1s- Reinforcement & Training

Shared Notes

Give Kudos

Action Items

Metrics

Saved Feedback

QA Reviews

The screenshot displays the Stella Connect interface for a coaching session. The top navigation bar includes 'Stella Connect', 'STREAM', 'TRENDS', 'LEADERBOARDS', 'QA', '1:1s', and 'PERFORMANCE'. The user 'BLANCA PEAK' is logged in. The session is titled '6 Month Review' and is shared. The interface is divided into several sections:

- Shared Notes:** A section on the left with a '6 Month Review' button.
- Notes:** A central area for notes, including 'Nicole Gardner's notes' (No notes) and 'Aaron Kee's notes' (Hey! Great week! Be sure to keep up your can-do attitude! 🙌). Below this is a 'Great Stuff' section with a bulleted list of achievements and a 'Stuff to Work On' section with a numbered list of action items.
- Metrics:** A section at the bottom left showing '78% QA Score' and '90% Percent Five Star' with corresponding dates and feedback.
- Feedback:** A section for providing feedback, with a dropdown menu and a text input field.
- QA Reviews:** A section for QA reviews, showing a 'Score: 100%' and a 'Great job this week!' message.
- Give kudos:** A section at the bottom for giving kudos, with a dropdown menu and a text input field.

On the right side of the interface, there is a sidebar for 'Nicole Gardner' with an 'Overview' section. This section displays various metrics:

- Star Rating:** 4.75 (32 responses)
- QA score:** 48% (8 reviews)
- Percent Positive:** 93.8% (32 responses)
- Percent Resolved:** 83.3% (24 responses)

Below the metrics, there are sections for 'Saved feedback (4)' and 'Saved QA reviews (2)'. The 'Saved feedback' section shows four star ratings (3, 4, 5, and 5 stars). The 'Saved QA reviews' section shows a score of 0%.

Centralized Team Dashboards

Metrics At-a-Glance

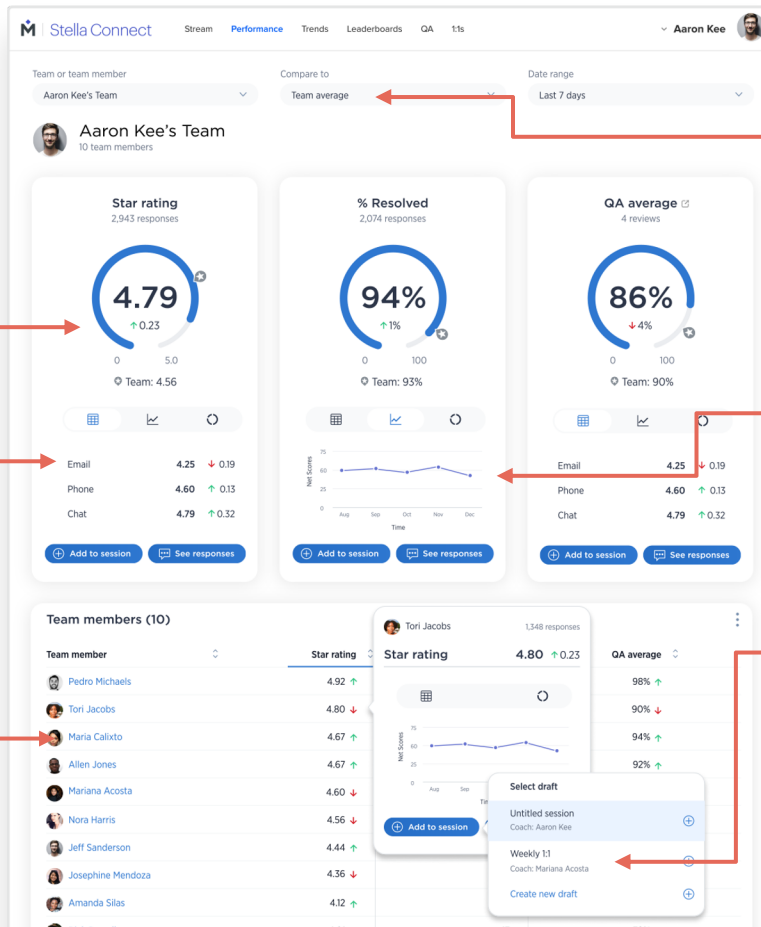
Comparisons

Data Visualizations

Investigate

Team & Team
Member Breakdown

Actionable Insights



Centralized Agent Dashboards

Date range

2021-12-01 to 2021-12-07

Compare to

Previous Time-period



Nicole Gardner

Team member

Star Rating

8 responses



1 5

Previous: 4.63

Expand

QA Score

8 reviews



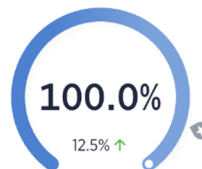
0 100

Previous: N/A

Expand

Percent Positive

8 responses



0 100

Previous: 87.5%

Expand

Percent Resolved

5 responses



0 100

Previous: 83.3%

Expand



Do you know how your metrics are behaving?

[Investigate metrics](#)



23 reviews completed

[View Reviews](#)



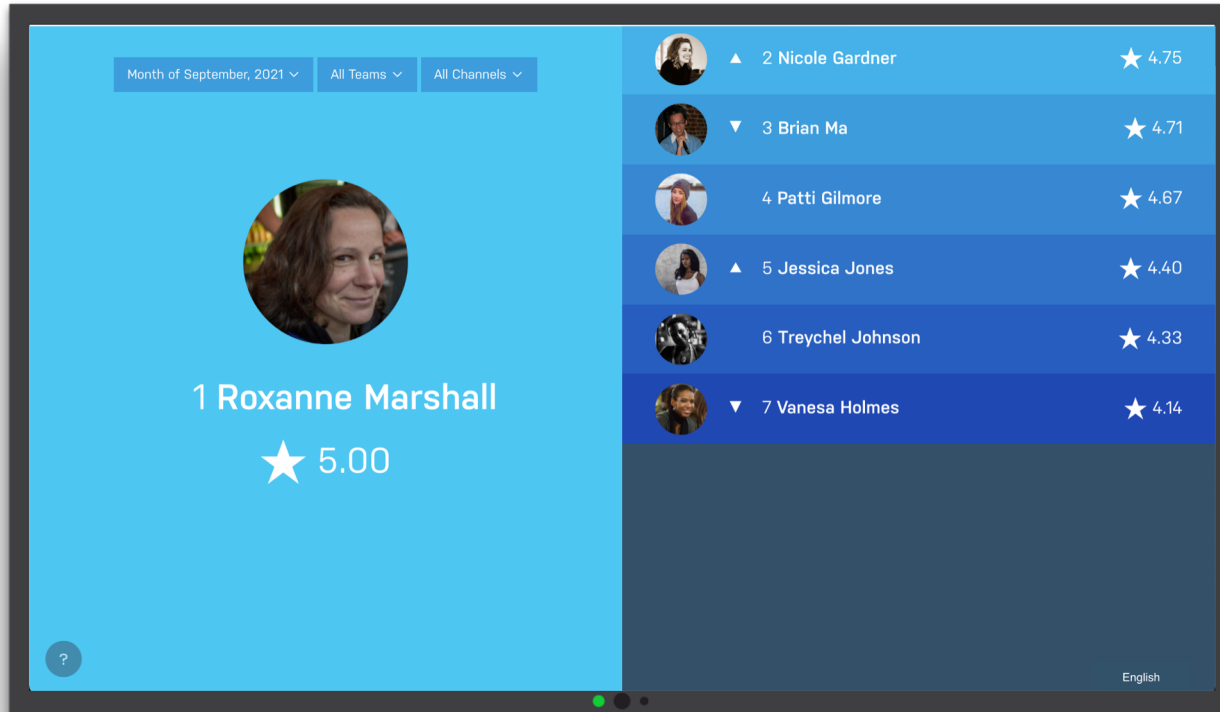
1 coaching session shared

[View Sessions](#)



2 kudos given

Leaderboards- Motivate & Recognize Peers



Employee Experience

Top Employee Experience Challenges



Harness Agent Ideas

All-in-one idea management platform that grows with you

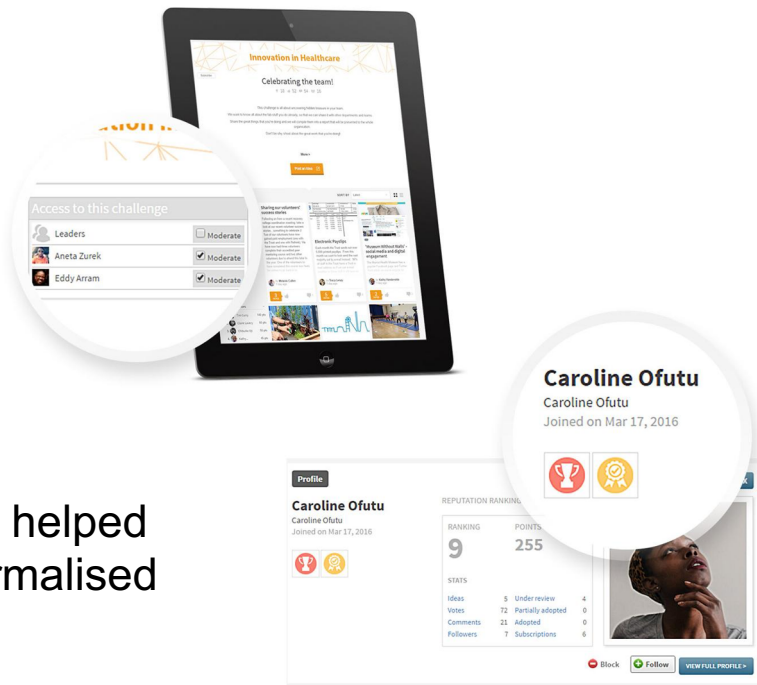
Bring your people together to discover better ideas and insights quicker, with minimum effort.

Engage the right people with the right challenges

- Focus challenges on specific individuals or groups, or open your innovation process up to everyone.
- Give your users their own unique social profile.
- Create custom groups of users by interest, department or expertise.
- Build and connect an active and vibrant crowd.

“At least six ideas from the last year are being investigated to be implemented. The platform has helped us to unearth new projects and has become a normalised activity for some staff and volunteers.”

RNLI



Ask the Expert Q&A



Experts on Demand

Direct access to our unparalleled set of experts to guide you to strategies that can help your organization emerge stronger than ever.

30-minute private meetings with over 100 experts with 60+ topics spanning industries, practices, and products.

Visit [Medallia Experts on Demand](#) to learn more. Customers can book meetings directly with [Rachel](#) directly.

Medallia

RESULTS

Drive Customer Service Innovation

Sky Business uses Stella Connect to drive customer service innovation while increasing agent engagement and celebrating success, setting the right KPIs for team leaders, using coaching strategies that drive measurable change, and creating workflows for service recovery after subpar interactions.



Our frontline teams are really key to our business. **They're the face of Sky**, so providing them with Stella Connect feedback and allowing them to do their jobs to the best of their ability is really key and **very important for everything in Sky Business.**



Shona Goodlad Head of Customer Services, Sky Business

