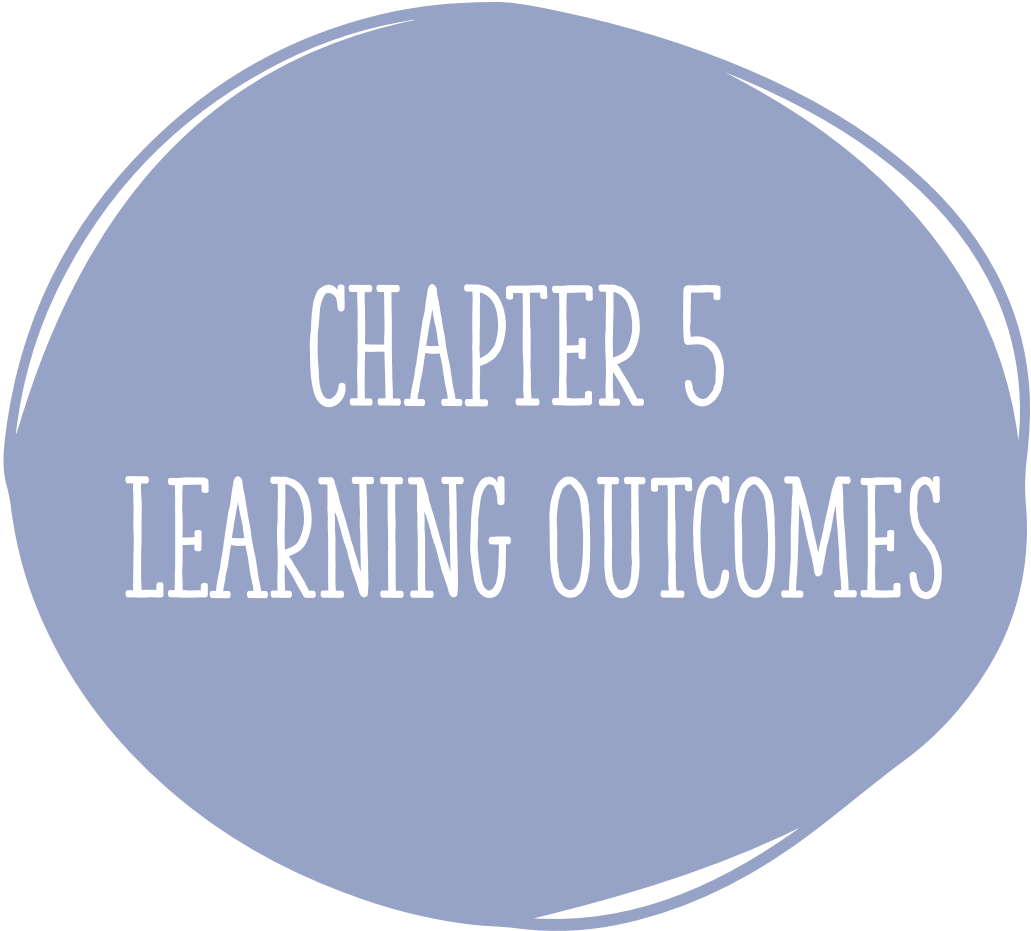


# MANAGING A CUSTOMER CONTACT CENTER

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Chapter 5  
Customer Centric Strategy  
Kerri Shields | Pressbooks





## CHAPTER 5

# LEARNING OUTCOMES

1. Describe the role and responsibilities of the contact center manager.
2. List five challenges contact center managers face.
3. Provide two ways in which a manager can optimize the contact center workforce.
4. Discuss three metrics contact centers use to measure the quality of customer service.
5. List six best practices for effective contact center management.



# CONTACT CENTER MANAGER ROLE

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The contact center manager sets objectives in service quality and analyzes metrics to see if the objectives have been met.

The manager provides feedback to staff and arranges training as needed to ensure reliable, efficient support for customers.



# MANAGER ROLE: KEY RESPONSIBILITIES

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- A few key responsibilities include:
- Provides leadership and guidance to the Contact Centre team
- Reviews and analyzes department reports
- Plans staff scheduling
- Manages key customer service metrics
- Responds to escalated customer concerns
- Can you think of a few others?



Photo by **Karolina Grabowska** from **Pexels**



# MANAGEMENT CHALLENGES

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- Absenteeism
- Accurate reporting and analytics
- Attrition
- Bad customer experiences are magnified
- Collaborating across departments
- Employee engagement



# MANAGEMENT CHALLENGES (CONTINUED)

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- First contact resolution
- Increasing customer expectations
- Software integration
- Workforce optimization
- Metrics



# WORKFORCE OPTIMIZATION

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- Workforce Management:  
productivity, schedules,  
work-from-home agents
- Training Sessions
- Quality Management
- Performance Dashboard
- Coaching Sessions
- Gamification



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# METRICS

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- Service Level
- First Contact Resolution (FCR)
- Abandoned Call Rate (ACR)
- Average Speed of Answer (ASA)
- Average Handle Time (AHT)
- Average Call Transfer Rate
- Cost Per Contact
- Customer Lifetime Value (CLV)
- Customer Satisfaction Score (CSAT)
- Customer Retention and Churn



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1  
We have  
A VISION

2  
Principled

? ?  
Education  
? ? ?

1  
We hate  
digital

1  
We DON'T WORK  
WITH  
Government

2  
Open  
knowledge

1  
We love  
digital

Open  
process

1  
~~Team~~  
Community

Digital  
Transformation

1  
Honesty with  
ourselves

Strong  
Design  
Skills

1  
Digital  
AS  
RESTRICTION

2  
Passion

Diversity  
of  
opinions

# MANAGER ROLE: BEST PRACTICES

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1. Hire the most suitable employees, provide a solid onboarding program, and continually coach and train.
2. Create an employee-friendly and customer-centric environment.
3. Set goals and create a game plan.
4. Improve your self-service strategy.
5. Prioritize effective agent scheduling.
6. Use the right technology.

# CHAPTER 5: THE END

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