USE CASES

Contact centers are crucial touchpoints between companies and customers, with agent engagement playing a pivotal role in delivering quality service.

Utilizing the HeadsUp Employee Engagement solution and the LEADER score methodology, centers have been able to pinpoint and address the root causes of disengagement. This comprehensive approach examines Leadership, Enablement, Alignment, Development, Engagement, and Readiness/Burnout, offering a nuanced understanding of agent satisfaction.

The following anecdotes reveal insights from over 10,000 agents across various industries, detailing both the challenges identified and the creative, often cost-effective solutions implemented to enhance engagement.

HEADSUP

LEADERSHIP

Brand Affinity vs. BPO Connection
Agents exhibited a stronger connection to the brand's mission rather than the BPO's goals. To bridge this gap, an internal communication plan was established, emphasizing the BPO's objectives, sharing targets, and recognizing individual contributions to the BPO's success.

Support and Development
It was identified that agents did not feel supported in their early days in the center and that they were left to learn on their own with no guidance. A longer "buddy" system was introduced for new hires, extending the support period and providing a go-to person for new agents, facilitating a smoother transition into their roles.

ENGAGEMENT

Career Clarity in Early Tenure
A pattern of low engagement scores within the first 90 days correlated with higher churn rates. To counteract this, clearer career paths were communicated from the onset to provide new agents with a sense of direction and achievable goals.

Promotional Success Stories
An internal program highlighting success stories of agents who progressed within the company was created, serving as social proof and inspiration for career development aspirations.

ALIGNMENT

Salary Structure Transparency
Concerns about salary structures prompted a more thorough onboarding process, ensuring new agents understand pay structures, bonuses, and penalties.

Recognition Programs
In response to a need for better recognition, "high five" initiatives and consideration of a "celebrates" program were implemented. These are two additional services offered in the HeadsUp employee platform that allow agents to celebrate their co-workers and the High-Five is an automated recognition platform that recognises agents for delivering great customer service.

DEVELOPMENT

Agent Feedback Channels
To address agents' desires for their opinions to be valued, "fireside chats" with operations managers were established, allowing for direct communication of concerns and suggestions.

Training Accessibility
Observing a dip in perceived development opportunities after six months, tenure restrictions on internal training courses were removed, allowing all agents equal opportunities for professional growth.

ENABLEMENT

System Access and Work Environment
Feedback on system access and the physical work environment led to engagements with clients to resolve system issues and facility improvements, such as better generators and air-conditioning systems.

READINESS

Scheduled Rest and Mental Health Focus
A correlation was found between reported burnout and excessive overtime. The contact center initiated scheduled rest breaks and limited overtime, also introducing "mental health days" for agents to decompress.

Recognition and Role Diversification
Agents felt undervalued and reported job monotony. The center responded with "Personal Achievement Plans," goal-setting aligned with individual career paths, and role rotation to diversify agents' experience and prevent stagnation.

Each of these insights highlights how targeted interventions, grounded in real employee feedback, can significantly impact agent engagement and satisfaction. These changes, ranging from improved communication to infrastructure upgrades, demonstrate that often, practical and thoughtful changes can make a substantial difference without incurring high costs.