



agent performance optimization

properly trained agents create
happy customers and increase revenues

combining people and technologies

When a Canadian contact centre wanted to reduce operating costs, the company looked for a partner with a track record in innovative contact centre solutions. It turned to TELUS. With up to 70% of contact centre operating costs related to hiring, training and managing agents, TELUS knew that agent performance optimization was a solution to have the most bottom-line impact. Implementing this solution enabled the client to lower costs while increasing productivity and customer satisfaction.

Your agents are the voice of your customer service strategy and the drivers behind the customer experience. Streamlining their performance is critical to your organization's success. TELUS agent performance optimization solutions are a comprehensive set of systems, processes and methods that maximize the performance of your agents. They combine people and technologies to help you optimize staffing costs, control the quality of customer interactions, improve service levels and effectiveness, and increase revenues through up-selling and cross-selling.

TELUS agent performance optimization solutions are part of our suite of Managed Contact Centre solutions, which address the key collaboration needs of our clients. Our solutions help you work and collaborate more effectively – both within your organization and externally with customers, suppliers and partners.

the best for your business

Your contact centre agents are your key resources. They are difficult and costly to hire, coach, train, manage and retain, let alone ensure that they perform to their maximum potential. TELUS agent performance optimization solutions can help with all aspects of job performance. We deliver measurable results in four key areas:

Information accuracy – agents relay the correct information to your customers the first time.

Service quality – agents have the soft skills required to deliver a customer experience that exceeds expectations.

Agent productivity – agents are as productive as possible while surpassing quality objectives.

Customer profitability – agents benefit from every opportunity to up-sell and cross-sell your products and services.

Information accuracy

Service quality

Agent productivity

Customer profitability

achieve your goals

TELUS agent performance optimization solutions enable your contact centre to balance and optimize key business priorities:

- Business growth through customer loyalty
- Employee satisfaction and retention
- Effective training materials and distribution
- Reduced operating costs

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holistic approach

TELUS takes a holistic approach to agent performance optimization. We address performance streamlining from all angles – applications, processes, best practices and leading performance measures. We partner with leading vendors to provide the four pillars of agent performance optimization:

Workforce management – applications geared to delivering efficient and effective staff forecasting and scheduling.

Quality monitoring – applications for recording calls and customer interactions, assessments of calls and feedback to agents.

Performance management – applications aimed at measuring the overall performance of the agents based on accuracy, quality, profitability and productivity.

E-learning – applications delivering highly specific content to agents based on their individual needs.

widespread impact

TELUS agent performance optimization solutions enable a wide range of benefits throughout your organization, including:

- Enhanced customer experience
- Increased customer satisfaction
- High customer retention
- Positive branding
- Successful campaigns
- Competitive differentiation
- Increased market share
- Enhanced skills
- Better service
- Higher productivity
- More sales
- Shortened call handle times
- Lower cost per contact
- Increased first call resolution
- Increased operating margins
- Decreased training expenses
- Accurate staffing levels
- Reduced absenteeism
- Decreased turnover

optimization findings

With more than 300 contact centre implementations, TELUS has unparalleled field experience in agent optimization. Based on numbers reported by our clients, TELUS agent performance optimization solutions result in significant operational efficiencies:

- Abandon rate decreased by 55% - 65%
- Average hold time decreased by 55% - 60%
- Operational expenses decreased by 15%
- Average handle time decreased by 15% - 30%
- Net service levels increased by 20%
- Call quality increased by 15% - 55%
- Supervisor productivity increased by 20% - 50%
- Customer satisfaction increased by 10% - 20%

comprehensive contact centre solutions

TELUS offers a solution suite that spans all contact centre disciplines and software solutions. We can help your organization manage its contact centre as well as optimize its performance. You will see the result in improved customer interactions and loyalty, and increased lifetime value and profitability.

TELUS Contact Centre Consulting services can assist your organization in getting the right agent with the right skills and the right tools in front of the right customer – on time, all the time, every time. We can also help you select the best-of-breed products that will enable your contact centre agents to deliver in terms of accuracy, quality, profitability and productivity. You can count on the TELUS team to work closely with your organization to create a high-performance contact centre that meets your business needs.

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Contact your TELUS Account Executive or call 1-866-GO TELUS.

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