



MyraGolden.com

Do More with Less

3 Effective Strategies to Maximize Your Contact Center's Potential

Myra Golden



Optimize Agent Performance

Leverage Technology and Automation

Improve One Tiny Thing Everyday

**Optimize Agent Performance
Leverage Technology and Automation**

Improve One Tiny Thing Everyday

Optimize Agent Performance
Leverage Technology and Automation
Improve One Tiny Thing Everyday

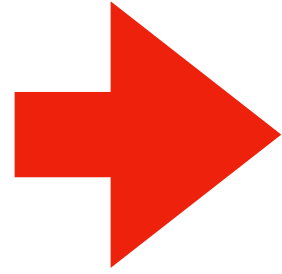


Optimize Agent Performance

The Problem

Managers
spend 5x more
time preparing
for a coaching
session than
actually
coaching.

Prep Time vs. Coach Time



On average, managers have 6 coaching sessions per agent every month. The majority of this time is just spent on *preparing* for coaching sessions.

We asked managers to report the total time they spend preparing for each coaching session, as well as how long the sessions themselves take. On average, contact center managers lead 6 coaching sessions per agent per month, with an average length of 34 minutes.

Prep Time vs. Coaching Time



However, managers are spending more time preparing for coaching. On average, managers reported spending 2-3 hours preparing for each coaching session combined with the 34 minutes of actual coaching.

This shows the time commitment managers make to coaching isn't limited to sessions themselves. Some may suggest this time is necessary for more effective coaching; as we explore in Section 3, this is not the case.

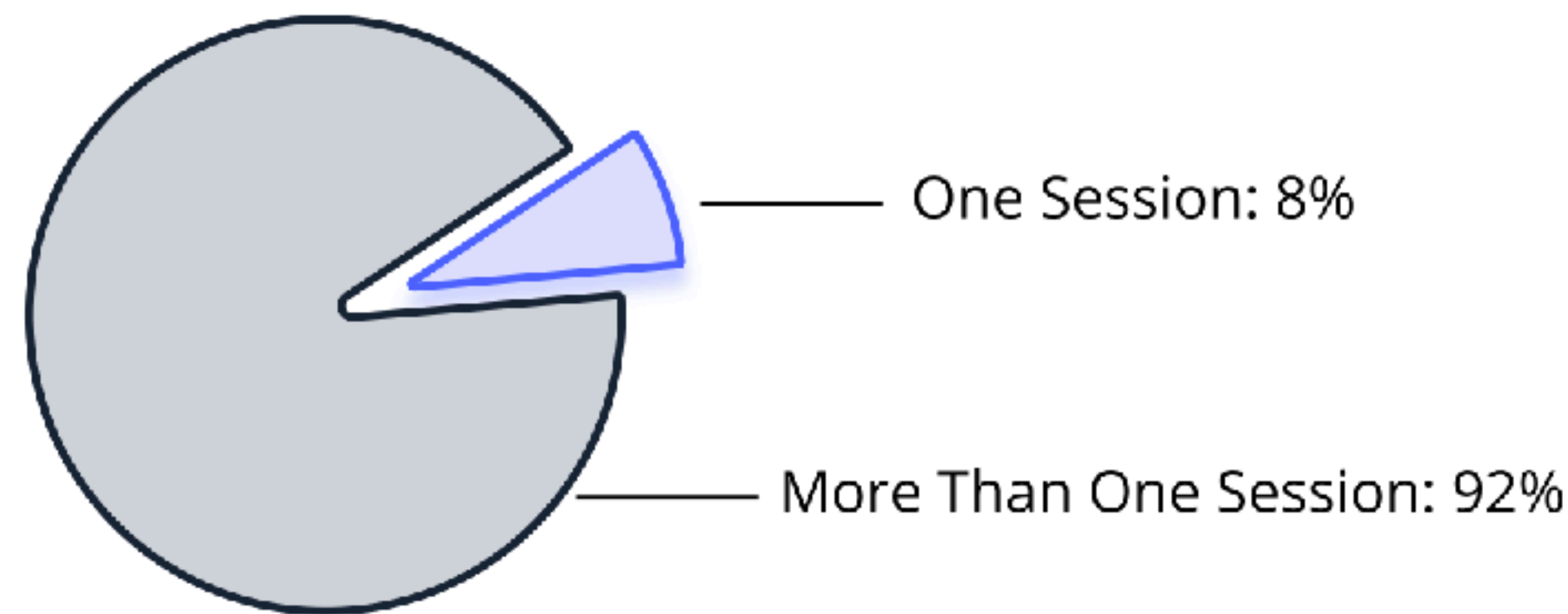
**It takes four coaching
sessions before a new skill
is implemented.**

➔ First Session Ineffective

One coaching session is not enough for most agents to implement a skill on calls.

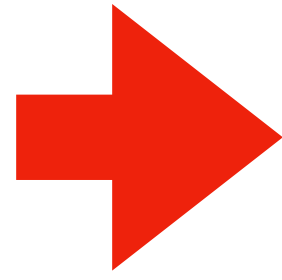
The coaching hours managers invest every month should translate into effective results, i.e., agents implementing a new skill after one coaching session. Our analysis suggests that just one coaching session is almost always insufficient to change agent behavior.

Number of Coaching Sessions Needed Until Agents Implement a New Skill



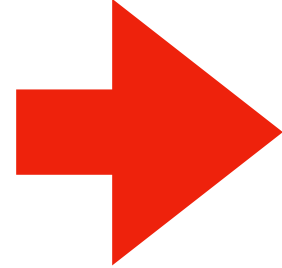
➔ 92% of surveyed managers reported they coach an agent 2 or more times before they consistently implement a skill on calls. This suggests the coaching approach managers are taking may be ineffective for performance improvement. We explore this further in Section 3.

Re-Coaching

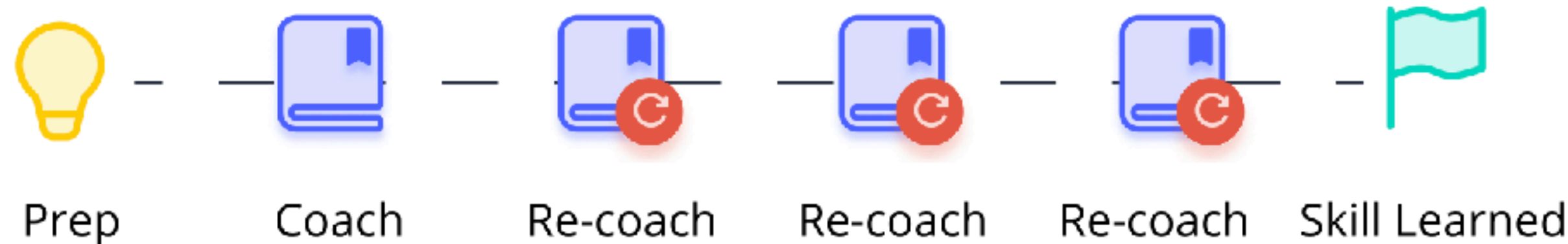


Managers are spending 75% of their time not coaching, but re-coaching.

While the vast majority (92%) of managers reported re-coaching on a skill at least once, the average number of coaching sessions needed for an agent to implement a skill is even higher.



Average Coaching Journey



On average, agents need at least 4 coaching sessions before implementing a skill — well beyond the one-and-done ideal. A quarter of managers even reported needing 4-7 sessions. An effective coaching solution would eliminate the need for refresher coaching sessions; the skill would be implemented after one session.

If agents need three re-coaching sessions before implementing a new skill, managers are spending 75% of their coaching time re-coaching. This expands on our earlier assumption that the current approach to coaching is not effective.

**Managers
commit 10-14
hours to
coaching before
an agent adopts
a new skill.**

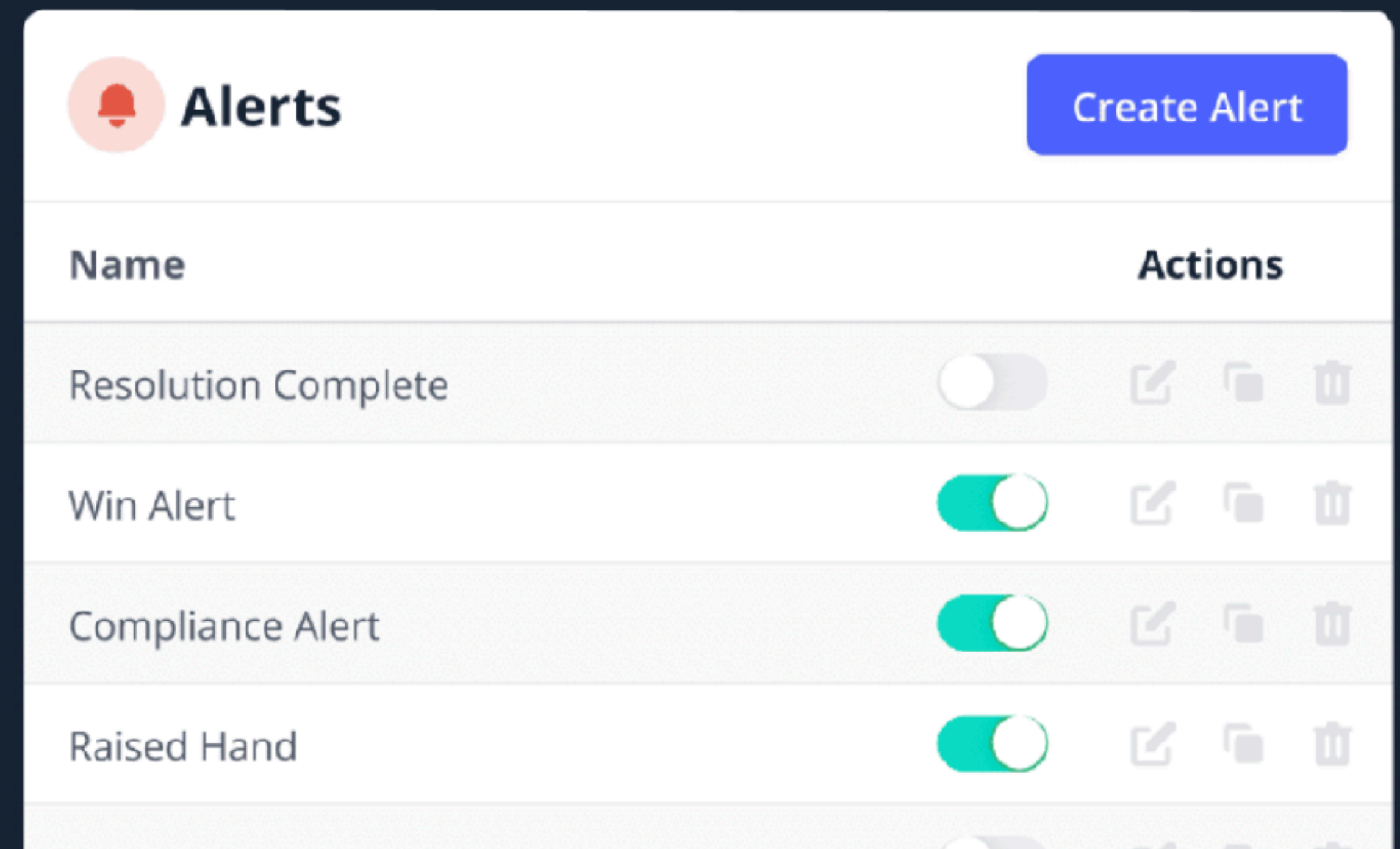
The Solution

**Cut down the coaching
time with technology**

**Research shows
that coaching in
the moment
improves learning
outcomes by 35%.**

Save calls before they're lost

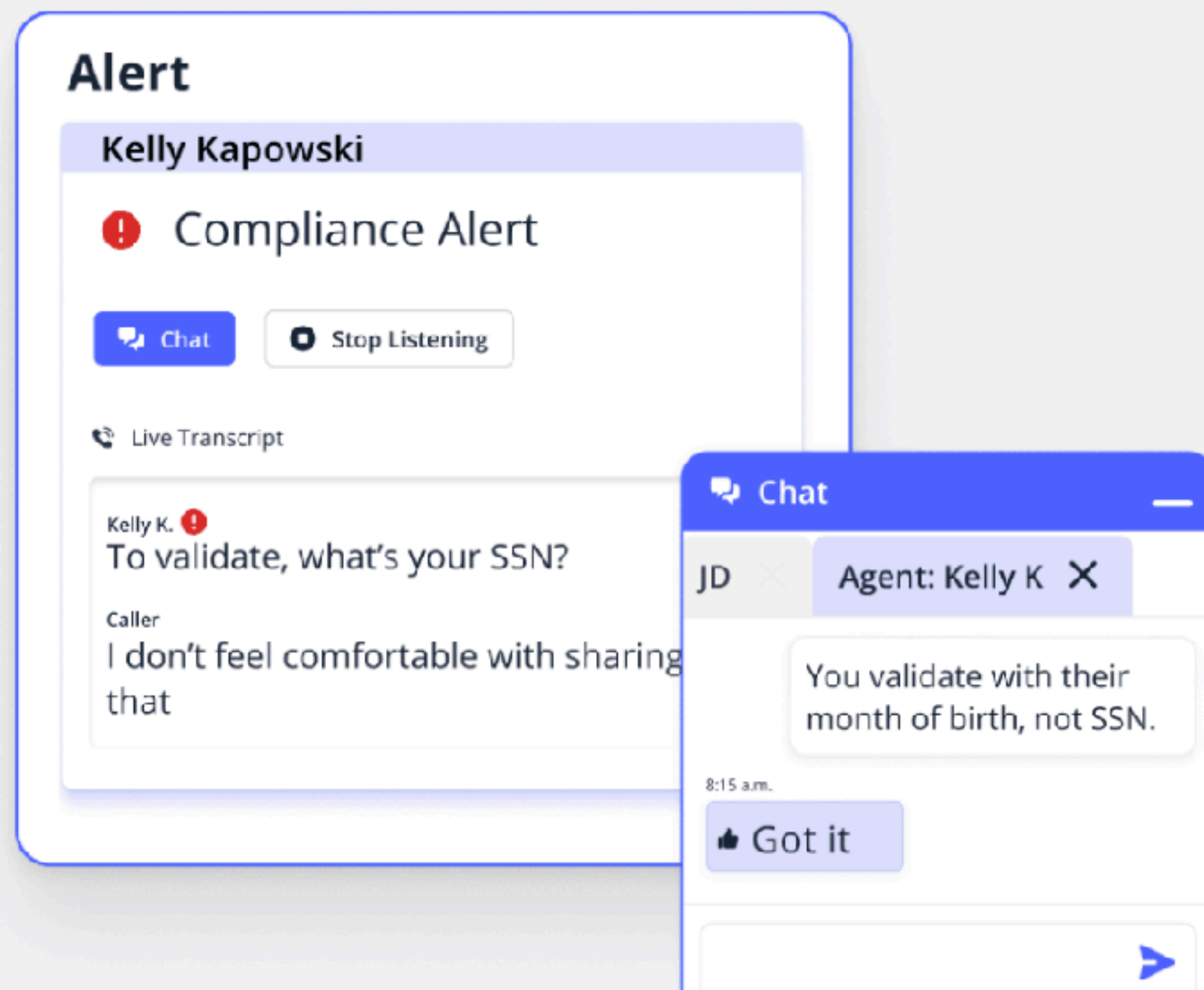
Automatically monitor your agents' conversations for positive, negative, or informative events. Set triggers for phrases, keywords, or soft skills. When triggers are set off, managers instantly receive an alert to see which calls need coaching.

A screenshot of a software interface for managing alerts. At the top left is a red bell icon followed by the word "Alerts". At the top right is a blue button labeled "Create Alert". Below this is a table with two columns: "Name" and "Actions". The table lists four alert types: "Resolution Complete", "Win Alert", "Compliance Alert", and "Raised Hand". Each row has a toggle switch and three action icons (edit, copy, delete).

Name		Actions
Resolution Complete	<input type="checkbox"/>	
Win Alert	<input checked="" type="checkbox"/>	
Compliance Alert	<input checked="" type="checkbox"/>	
Raised Hand	<input checked="" type="checkbox"/>	

Live Listen

Join calls that triggered an alert with a single click. Plus, get a real-time transcript of the conversation to understand what led to the alert.



The screenshot displays a 'Live Listen' interface. At the top, it shows the name 'Kelly Kapowski' and a 'Compliance Alert' with a red exclamation mark icon. Below this are two buttons: 'Chat' and 'Stop Listening'. A 'Live Transcript' section is visible, showing a message from 'Kelly K.' asking for a Social Security Number (SSN). The caller's response is: 'I don't feel comfortable with sharing that'. A chat window is overlaid on the transcript, showing a message from 'Agent: Kelly K.' stating: 'You validate with their month of birth, not SSN.' The caller's response in the chat is 'Got it'.

Agent Chat

Impact the outcome of critical calls before it's too late. Nudge agents, provide backup for calls at risk, or congratulate agents for a job well done.



Real-Time Coaching

Coach the Right Calls, In Real Time

Real-Time Coaching allows managers to support their agents in make-or-break moments. Get automatically alerted for coachable moments, instantly join the call, and provide the coaching your agents need to save calls before they're lost.

65%

Faster Ramp Time

35%

More Conversions

25%

Increase in CSAT

150_M

Calls Guided in Real-Time

Myra's Advice

Get to a place
where you're
coaching in the
moment.

A man with curly brown hair and glasses is shown in profile, wearing a blue denim shirt, sitting at a desk and typing on a laptop. In the background, another man is working at a computer. The office environment is bright and modern, with multiple computer monitors and a blurred background of office equipment and windows.

**Leverage
Technology
& Automation
for After Call Work**

The Problem

Agents are spending as much time in After Call Work as they are on actual calls.

Balto talked to 400 contact center leaders and found that they spend upwards of 7 minutes on after-call work for each call, depending on the industry.

The Solution

Automate note taking!

A technology that can automate after-call notes and remove just 1 minute of work for an agent has huge value on a large scale.

A technology that can automate after-call notes and remove just 1 minute of work for an agent has huge value on a large scale.

For example, if you have 200 agents at your contact center taking 40 calls a day each, and you're saving 1 minute per call by automating after-call notes, then you're saving *40 minutes per day per agent — or 8,000 minutes across your contact center.*

**That's 133 hours
a day, translating
to over 16 work
days — in one
day!**

Eliminate Post-Call Work, Increase Agent Efficiency

Real-Time Notetaker automatically summarizes 100% of calls so your agents can focus on exceptional conversations, not filling out notes

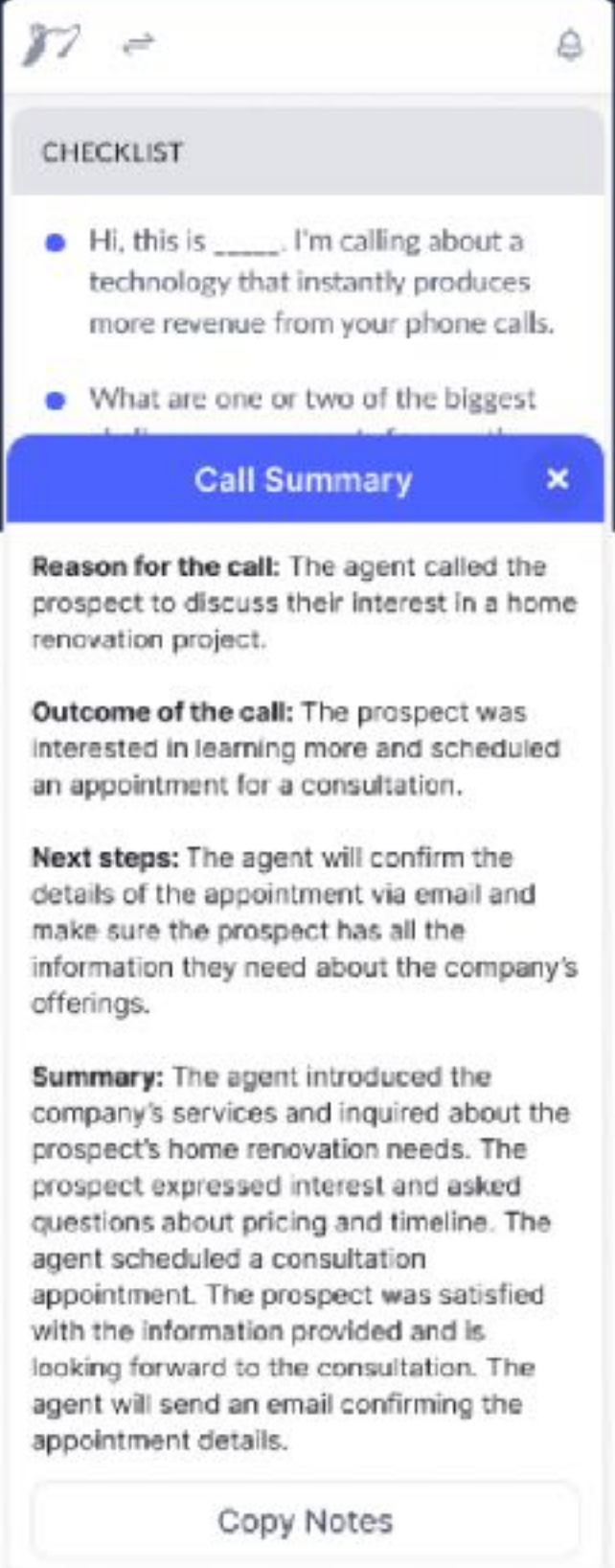


4.8 stars on G2 from
300+ Reviews

Empower Agents. Let agents focus on what they are best at — delivering exceptional experiences to customers and prospects — not filling out notes.

Increase Efficiency. With Real-Time Notetaker, contact center agents can automate and eliminate after-call work and save notes to a CRM with a single click.

Automate Post-Call Work. Real-Time Notetaker rides along with agents in their conversations, analyzes calls in real-time, and produces accurate and comprehensive call notes for every call.



CHECKLIST

- Hi, this is _____. I'm calling about a technology that instantly produces more revenue from your phone calls.
- What are one or two of the biggest...

Call Summary ✕

Reason for the call: The agent called the prospect to discuss their interest in a home renovation project.

Outcome of the call: The prospect was interested in learning more and scheduled an appointment for a consultation.

Next steps: The agent will confirm the details of the appointment via email and make sure the prospect has all the information they need about the company's offerings.

Summary: The agent introduced the company's services and inquired about the prospect's home renovation needs. The prospect expressed interest and asked questions about pricing and timeline. The agent scheduled a consultation appointment. The prospect was satisfied with the information provided and is looking forward to the consultation. The agent will send an email confirming the appointment details.

Copy Notes



End Call



CHECKLIST

- Thank you for calling _____. My name is _____. What can I help you with today?
- Just to be sure we provide service to your area, can you confirm your zip code and address?
- Interesting. It sounds like you're looking for _____. Is that right?
- I'd be happy to help you with that. Let's set you up with a free appointment.
- Great, you are all set for _____. We'll give you a call the day before to confirm the appointment.

REMINDERS

- Smile when you speak – even if the customer can't see you, it makes a difference!

OBJECTIONS

- Budget



Myra's Advice

Get to a place
where you're
automating
note taking!

Final Tip

**Improve Every
Tiny Thing by
1% and Watch
What Happens.**

BRITISH CYCLING TEAM'S SMALL ADJUSTMENTS

Redesigned seat to make the more comfortable

Rubbed alcohol on tires for better grip

Asked riders to wear electrically heated oversHORTS to maintain ideal muscle temperature

Tested different types of massage gels to see which one led to the fastest muscle recovery.

Hired a surgeon to teach each rider the best way to wash their hands to reduce the chances of catching a cold.

Determined the type of pillow and mattress that led to the best night's sleep for each rider.

Five years later, the British Cycling team dominated the road and track cycling events at the 2008 Olympic Games in Beijing, where they won 60 percent of the gold medals available.

**What are five tiny things
you can improve upon in
your contact center?**

SMALL ADJUSTMENTS

What if we could reduce time spent coaching by 1%

What if we coached in the moment instead of waiting until next session?

What if we included de-escalation in our new-hire training?

What if we automated after-call-work?

GOOD THINGS HAPPEN

WHEN YOU ADOPT & APPLY THESE TECHNIQUES

In the moment coaching improves agent performance by 35% and slashes coaching time (from prep and sit downs).

Leveraging technology for automated note-taking gives you more accurate notes and gives you back 40 minutes daily per agent!

Improving 1% everyday will give you compound gains!