

# SMART CONTACT CENTER

## *LIVE Agent Coaching & Support System*

- Increase customer satisfaction and brand Loyalty
- Accelerate agent training, development and deployment
- Boost agent performance and morale



## LIVE Agent Coaching & Support

*SmartContact Center is a revolutionary new communications solution that ensures every call is handled immediately and professionally - even by novice agents.*

SmartContact Center's secret is live agent coaching and support. Whenever an agent encounters a situation that she cannot resolve on her own, the agent has immediate access to live support from her supervisor or from a subject matter expert – without putting the caller on hold.

**From their own desktop, at the touch of a button, supervisors can:**

- Monitor agent-client conversations and view agent computer screens,
- Coach agents by whispering instructions, which only the agent can hear,
- Take remote control of the agent's computer to navigate to pertinent caller information,
- Intervene and speak directly with the caller to resolve difficult issues.

*SmartContact Center helps achieve customer service excellence and delivers the following major benefits to the organization:*

### **Maximize customer retention**

Ensures 1st call resolution in the shortest possible time.  
Promotes highest level of quality service.

### **Increase sales value and penetration**

Supervisors can help newly trained agents in closing deals.

### **Minimize agent attrition**

Reduces agent's stress levels and boosts their confidence.

### **Reduce agent training time and costs**

Curbs agent's learning curve with on-the-job training.  
Accelerates agent deployment time, with agents receiving immediate support on live calls.

### **Improve agent and supervisor efficiency and productivity**

Enables supervisors to support the whole team with more immediacy and efficiency.  
Frees up supervisor's time for other administrative tasks.

### **Create and foster a co-operative culture**

Helps in forming close supervisor-agent relationships and promotes team spirit.

## Fast and Demonstrable Return On Investment

### **American Agencies, USA**

"The decision to adopt the system for all our call centers and training rooms was based on the following overwhelming factors: No voluntary turnover in three months on the stations with SmartContact Center. Normal attrition/turnover continued on the stations without it. The normal period for a recruit to become a collector went from 6 months to less than 3 months. Both experienced and new agents are eager to have SmartContact Center installed on their workstations."

### **British Gas, UK**

"We believe that SmartContact Center demonstrated a real benefit for staff development.

The results speak for themselves, with an improvement in both retention and acquisition of customers and a reduced attrition rate during the first three months."

### **Vertex, UK**

"We experienced measurable performance improvements after only two weeks of using SmartContact Center, with a 15% reduction in average call handling time as well as reductions in supervisor floor walking. Quality score averages improved by 2% whilst managers experienced great time saving benefits by monitoring, coaching, and communicating with their agents in a much more effective manner, without ever leaving their desk."

## International Award Winning Solution



# Continuous Service Improvement through Live Coaching and Support



## Live Coaching and Support scenario

Janet – a newly trained contact center agent in her first week in a live environment – takes another live call. The caller is on a short fuse and quite confrontational. The conversation gets immediately off on the wrong foot and the increasingly flustered trainee loses where she is supposed to be in the system. ①

Realizing that she is out of her depth, Janet pushes her call button. Immediately, at the supervisor's station, Janet's request for help is announced on the SmartContact Center control panel. ②

Linda, who is Janet's supervisor, touches Janet's station icon on the control panel, and at once hears in her headset the conversation between Janet and the caller while watching on her screen exactly what is happening on Janet's PC. ③

Within seconds, Linda has assessed the situation – Janet is literally on the wrong screen in the caller's file. Linda then

coaches Janet by whispering covertly in her headset – without the caller hearing anything – that she will be taking remote control of her computer. ④

Linda selects the Remote Control button on her touch panel, and from her own computer accesses and displays the correct caller record on Janet's PC screen. ⑤

With the correct caller information on her screen, Janet is now able to respond to the caller's questions without the need for any further intervention.

As a result, the caller has received excellent service, with minimal waiting time and no hold time. ⑦ The agent has received effective on-the-job training and has successfully completed a difficult call with significantly reduced stress levels. And the supervisor has assisted the agent without even leaving her desk. ⑧

## Powerful Communication Capabilities

### Video Monitoring

Supervisors can view agents screens.

### Audio Monitoring

Supervisors can discreetly monitor agent's conversations.

### Intercom Function (2-way)

Supervisors can listen in on agent's conversations and speak only to the agent.

### Telephone Bridging (3-way)

Supervisors can communicate bi-directionally with both agent and caller.

### Computer Remote Control

Supervisors can control agent's computers using the keyboard and mouse at their own station.

### Autoscan

For proactive quality monitoring, supervisors can automatically scan their entire team of agents.

### Broadcast

Supervisors can send training information simultaneously to a group of agents.

### Multi-supervisor Support

Up to 4 supervisors or subject matter experts can share agent coaching & support responsibilities.

## IT Friendly Solution

### Independent external hardware system

- Transparent to all computer operating systems
- Transparent to all application software
- Transparent to all computer types
- Transparent to all telephone equipment types, including ACD, PBX, and VoIP technologies

### No network loading

- Dedicated cabling, (CAT-5e), offloads all high bandwidth audio/visual traffic from the center's data network.

### No compatibility issues!

## Coaching Solution System Block Diagram

