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Exciting times ahead! A fantastic summer promised and brand new customer management innovations launched making our lives easier.

After 7 years of studying the correlation between Contact Centre Performance, Employee engagement and Customer satisfaction, Bright is launching a complete performance management solution; Bright Index Link. Read more about this below as well as trends from the Bright benchmarking survey, general news etc.

Wishing you a **GREAT SPRING!!**

PS: Please take part in our survey on Customer Experience Management ([link](#)). It will only take 5 minutes and you will get a free copy of the report in May.



THE ANSWER TO YOUR CONTACT CENTRE PRAYERS?

Measuring the most relevant internal KPIs is hard enough, then you need to monitor and improve Employee satisfaction and last but not least; making sure your Customer satisfaction is good enough to increase customer retention. Only through finding the balance between these three areas, will you optimize performance as well as keeping the CEO, agents and customers happy.

Bright Index Link™ combine 7 years of research in the separate fields of Performance measurement, Customer Satisfaction and Employee Satisfaction.

Traditional customer surveys just aren't good enough for contact centres. For them to have an impact on the performance and thus on customer satisfaction, they need to be broken down to be accountable. If they only reflect an overall result and not that of the agent or at least the agents' team; they just won't drive change.

Traditional internal KPI measuring needs to be smarter, easier and above all, drive strategic objectives.

Employee satisfaction has a direct effect on both customer satisfaction as well as attrition and other internal KPIs. We also obviously want to work in a nice environment and this is a question for the whole industry; to change the perception of what it is like to work in our centres.

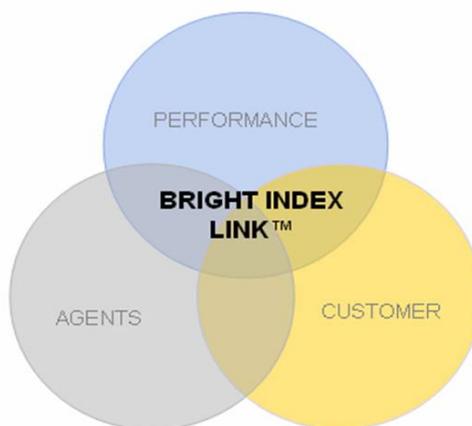
But how to achieve this? Bright Index Link is the complete Customer Management Solution, with minimum resources required, providing you with:

- Analysis of the most relevant performance KPIs and benchmarked against peers as well as national average.
- Employee satisfaction monitoring, analysis and benchmarking.
- Continuous Customer satisfaction measuring specifically designed for Contact Centres. Channels used are Mobile, IVR, Email and results are analysed and benchmarked.
- Closed loop feedback to agents through Bright Index 360, powered by InsightNow, making it a selflearning and development tool. Online dashboards showing you daily/weekly/monthly results.
- Bi-annual deeper analysis and report presentation by Bright's experienced consultants plus workshops with operational staff.

And yet; affordable. Book an appointment now for a demonstration on info@brightindex.co.uk, or call us at 44 (0)208-892 95 30.

Read more in press release [here](#).

Want more information specifically on Customer Experience Management? Take part in our survey on Customer Experience Management ([link](#)) and you will get a free copy of the report in May.



TRENDS FROM THE LATEST BRIGHT INDEX BENCHMARKING® REPORT

Report 2006:2 comprises in depth analysis of the most relevant KPI's from over 75 leading contact centres for 2006. The data is taken straight from the participants' own systems and is thus the most accurate benchmarking data on the market today.

- **STAFF ATTRITION AND NEW ROLES**
 - Staff attrition rise for the third consecutive year. For both Nordic and the UK it is now above 20% per year. There has also been a distinct increase in non-customer facing staff.
 - Utilisation levels are up due to more and longer calls but handled by about the same resources.
- **SHUTTING DOWN THE EMAIL CHANNEL**
 - The high cost per handled email as well as the inability to sell through the channel, has caused an increasing number of companies to hide or remove their e-mail addresses from websites.
- **SELF SERVICE & CALL ROUTING**
 - The number of dropped calls in call routing have increased significantly (40%) but the number of dropped self service calls decreased. People disliking IVR hang up but the people that go through enjoy better self service solutions and more services offered.

For more trends or for having your centre benchmarked against your peers, please contact us at: info@brightindex.co.uk. Or click [here](#).

NEW ORGANISATION FOR BRIGHT NORDIC

Mr Johan Bergström has been recruited from one of Nordic's leading Insurance company where he was director of the General Insurance division, with the aim of taking over as Managing Director of Bright AB during 2007. Johan has a Diploma in Management from Cambridge and a successful history of rapid growth companies.



Bright's Chairman Mats Rennstam comments: "We are extremely pleased to see Johan joining us and believe he has just the right background to secure our continued transformation from a small consultancy to one of Europe's leading suppliers in our sector".

Ms Jessica Dahlstrom joins us from the contact centre organisation 4BR where she, alongside the MD, was responsible for marketing, events and their successful newsletter. Jessica will do the same at Bright but also take a big responsibility in the administration of our benchmarking products.

Mr Jan Litsen joins Bright from a broad career in business development. Based in Gothenburg the aim is for Jan to take responsibility for clients and prospects in western Sweden and eventually also Norway and Denmark.

EVENTS

Up and coming industry events Bright will speak or exhibit at.

- Middle East Contact Centre Forum 2007

17 – 21 June, Marriott Hotel, Dubai.

www.iirme.com/contact/

- CCF European Call Centre Awards 2007

Hilton Birmingham Metropole, Wednesday 26 September 2007

- CCF Call Centre expo.

UK, October 3-4. www.callcentre-expo.co.uk

- Help Desk conference

November, Copenhagen. www.sosforum.com

- North East Call Centre awards 2007

November. www.necontactcentrewards.co.uk

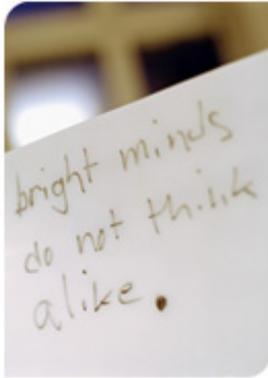
- CCA Convention 2007.

Edinburgh, November. www.customercontactconvention.com

See a full update on up and coming events on [our web site](http://ourweb.site), www.brightindex.co.uk



What will they ask us in 10 years?



In 10 years, will they ask us, "How did it get this bad? Why didn't you listen to your customers when they obviously weren't treated well enough already back in 2007?"

Or, will they say, "WOW! How did you manage to turn the trend around despite such tough demands on cutting costs!?"

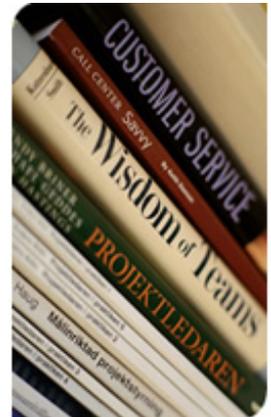
Read an article on the future of our industry for ICMI [here](#).

BRIGHT IS RECRUITING

Consultative sales people needed both for the UK and Scandinavia. With an increased demand for our benchmarking products and consultancy services we are looking for experienced sales professionals with experience of either contact centre services, management consultancy or both.

We are also looking for independent contact centre consultants looking for great analysis tools to add to their services. Employment, short term contract or commission based partnership.

See below for contact details.



ABOUT BRIGHT

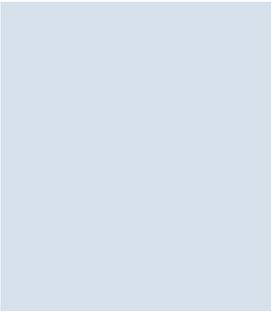
Bright was founded in 2000. We have two business units that complement each other. A consultancy practice and a performance management business with our leading product the Bright Index.

- The consultancy practice focuses on development and improvement of contact centres and other service units such as helpdesks. The starting point is always customer interaction and how it can be improved and handled more efficiently.
- Bright Index deliver key performance indicators of contact centres in different industries (including the public sector) from all over Europe. The results form a platform for participants' target setting and improvement plans. Since the start over 500 reviews and benchmarks have been carried out.

The end goal is to significantly improve the clients' competitive edge and at the same time improve European Customer Service.

bright.

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