

bright. ideas

October 2007

NEWS FROM BRIGHT

Content

- **INBOUND SALES**
- **TWO QUESTIONS**
- **CONTACT CENTRE TRENDS**
- **SERVICE DESK TRENDS**
- **DRESSCODE & PERFORMANCE**
- **EVENTS**
- **RECRUITING**
- **NEW MAGAZINE**
- **ABOUT BRIGHT**

Chin up! It might not have been the best of summers but, London - Paris by train now takes 2 hours, our industry is improving (yes!) and a new X-factor season has started. Well, maybe not all roses then. However, we have some very interesting news and articles for you this month.

As always, please let us know if there is something in particular you would like to see covered in next quarter's newsletter.



Wishing you a great autumn!

EFFECTIVE SELLING ON INBOUND CALLS

by Mats Rennstam

With outbound telemarketing in decline but revenue demands up; most private companies are looking at how to increase their sales on inbound calls. We have seen a sharp increase both in focus on inbound calls as well as actual sales volume. In this article I look at 5 simple steps to increased sales:

1. IVR V SALES
2. HYGIENE FACTORS FIRST TRAINING LATER
3. SEGMENTATION
4. REMUNERATION WARNING
5. THE RIGHT COACH TO AGENT RATIO

Download free white paper [here](#).

THE TWO MOST IMPORTANT QUESTIONS

by Kent Norman

Can you make sure you run a successful contact centre or Service desk just by being in control of and monitoring two questions? Analyst Kent Norman thinks so and we agree. Read what the two questions are and how to handle them in the full article [here](#).

TREND EXCERPTS FROM THE BRIGHT INDEX BENCHMARKING REPORT

by Magnus Palm

Report 2007:2 comprises in depth analysis of the most relevant KPI's from participating contact centres for Jan-June 2007. The data is taken straight from the participants' own systems, measuring all calls over a 6 month period; thus

It gives you a good indication of your potential to beat those service level targets. Collectively, the participants' average has increased 4 surveys in a row, now reaching 272 minutes per day.



■ Team Leader Availability

Previously we've shared results that centres where the agent to coach ratio is 8-15 agents per coach show better results on several key metrics. Recently we looked at centres where the agents on average feel that their coach is available 70% or more of the time. These centres showed a significantly lower absence, more satisfied employees and even a higher competency in their customer satisfaction surveys.

■ FCR

First contact resolution has gone up from an average of 85% to 88% over the last two years. This may seem like a marginal improvement but being one of the most important KPI's for the customers; it is a good trend for our industry. It also show that the media view of contact centres is not entirely correct. Having said that the results however vary from sector to sector and some of the participants had an FCR closer to 50%.

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

Published by Help Desk Institute

The report (produced by Bright for HDI) provides an insight into the UK IT Support Industry by examining the core of any support organisation – the Service Desk. The study covers a wide range of issues from structures and salaries through to issues such as:

- An increased customer focus across the IT service industry
- Self-service solutions
- First contact resolution
- Increased performance measurement
- Decrease in outsourcing
- Integration

Download your [free copy](#) **HERE**.

DO DRESS CODES AFFECT PERFORMANCE?

by Mats Rennstam

Most companies have different atmosphere as well as different rules (or no rules) on how to dress and behave at the workplace.

We set out to see if we could find any correlations and started with interviewing two ends of the scale. BPS Contact Centres with an official dress code and Unibet, the sports betting company, without one. What was their reasoning behind the decisions and how has it worked out?



Read full article [here](#).

EVENTS

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

- CCA Convention 2007.

Edinburgh, November 6-7.

www.customercontactconvention.com

- North East Call Centre awards 2007

November 9. www.necontactcentreawards.co.uk

- Norwegian callcenterdays 2008.

Oslo April. www.confex.se

See a full update on up and coming events on
www.brightindex.co.uk

WHEN DID YOU LAST BUY YOUR CONTACT CENTRE MANAGER A BENCHMARK?

Benchmarking is a great way to help you prioritise and maximise your time, resources and money. Measuring internally shows you if you are doing better or worse than the last time you measured, but benchmarking externally tells you if the result is good or bad.



The Bright Index Contact Centre Benchmarking compares 100 centres annually, giving you a personal benchmark with peers in your particular sector as well as the overall results. Fifty KPI's are analysed and presented back together with recommendations in a workshop.

In our last own customer satisfaction survey 100% of the participants:

- were willing to recommend the exercise to others,
- said that the resulting improvements paid for the fee many times over,
- thought that it was easy to participate.

For more information see contact details at the end of the newsletter or watch a video presentation [here](#).

UK BUSINESS DEVELOPMENT MANAGER WANTED

With an increased demand for our benchmarking products and consultancy services we are looking for an experienced sales professional with experience of either contact centre services, management consultancy or both.

The role will specifically include:

- Making contact with target companies and present our consultancy and benchmarking services adapted to their needs. Negotiating and renewing existing clients' contracts.
- Present the findings of our analysis of the client's performance and run smaller work shops. Potentially have own consultancy engagements.

- Manage relations with partners and subcontractors.
- Prepare for an expansion of the Business Development team.
- Potential for own progression to Sales director role.

Please email covering letter and CV to hr@brightindex.co.uk quoting job title in subject line. Questions answered by UK managing director Mr Mats Rennstam, mats.rennstam@brightindex.co.uk.

See full job specification [here](#).

NEW CONTACT CENTRE MAGAZINE LAUNCHED



For the last 5 years the Scandinavian countries have been without a magazine and forum for the customer contact industry.

Bright is now launching Link Magazine with a circulation of 10,000. The first issue will land on readers' desks in November.

Do your company target the Scandinavian market? Or do you have operations there and your staff would like their own copy, contact editor karin@linkmagazine.se


ABOUT BRIGHT


Bright was founded in 2000 and is now one of Europe's leading contact centre consultancies. 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 600 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.

Bright UK, Yelverton Lodge, Richmond Road, TW1 2NW London, UK.
Tel. +44 (0)208-9784506, [Visit our web site: www.brightindex.co.uk](http://www.brightindex.co.uk) 

Bright Nordic, Pipersgatan 1, Stockholm, Sweden.
Tel. +46 (0)8-646 14 50, **Visit our web site: www.bright.se** 

All text is copyrighted and can only be reproduced with Bright's permission.

If you do not want to receive our newsletter, or have questions or comments,
please send us an e-mail on **info@brightindex.co.uk**