

# RAISING THE GAME!

Time to really make a change – and get the right tools to do it with.

The status and awareness of our industry is improving significantly and we have a unique opportunity to make it the well regarded and acknowledged sector it deserves to be. We now however, need to not only keep momentum going, but raise the level several notches on both customer experience and internal operations. As a tool for helping us doing this and to make sure we are moving in the right direction, benchmarking is key. It is however also time to improve the way benchmarking is carried out, so that we can rely on the outputs and use them confidently. Bright would like to share their views on the four most important criteria for securing this and how to get the most out of those KPIs.

The CCA topic for their convention this year is Changing the Rules, emphasising that we need to improve the quality we deliver - and never has there been a better time to do so. With more focus on us, having the ear and interest of top management, and the basic building blocks being in place, this is the time to make a real change.

To know if we've succeeded collectively (or your centre specifically) we need to measure and analyse correctly. Benchmarking has been getting a bad name in the UK due to sometimes lax approaches resulting in unreliable data and non comparable results. Benchmarking must and will play a crucial role in us raising the game but it must follow a few simple but imperative rules. Above all it must be:



## RELIABLE

Rigorous quality assurance of the data entered must be in place. Take a simple thing like cost per call. Some centres measure salaries only, others add on rent, IT costs, tea/coffee, training, recruiting etc etc. There must be one set way of calculating the KPIs in order to be able to compare apples with apples.

## APPLICABLE

The participants should be benchmarked against peers with the same challenges as themselves. If competitors are of a different size or have different opening hours, they should be able to benchmark against those types of peers as well. Don't forget the total average though; not many bank customers call other banks than their own. They will however call their Telecom / Utility / Health service's centres and that's where they will form their overall opinion on what good customer service is!

## RELEVANT

The benchmarking should of course measure both what is relevant both for the customer and for the centre operationally. It is for example strange how few centres measure first contact resolution. Yet this is the most important KPI for the customer.

## ACTIONABLE

Large reports that end up in the bookshelf never to be opened again benefit no-one. It should focus on the most relevant criteria only, and give you hands-on recommendations on how to close your specific gap to best practise.

The Bright Index™ contact centre benchmarking ticks all of the boxes above. We've deliberately priced it at an accessible level so that companies can participate year after year using it as a steering tool. This also results in us getting a very reliable trend of how the industry is doing, which we will share with the likes of the CCA, and thus benefiting us all. The big ROI bonus for the individual centre is a GAP analysis helping them prioritise and thus optimising their use of time, budget and resources.