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NEWS FROM BRIGHT

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Chin up! It may not be all roses right now but, we have some very interesting news and articles for you this month. Including how to make your centre more efficient and save money without affecting customer satisfaction!

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!

/Bright

PS. Don't miss our discounted offer on the CCA's convention!



CONTACT CENTRE CONFERENCES AND AWARDS



This summer Bright was busy judging and arranging awards for both the Norwegian Customer Service awards in Oslo and the European Call Centre Awards in Birmingham.

The overall winner of the ECCA was the outsourcer Capita's centre in Sheffield and in Norway it was NextGenTel. They both had one thing in common - they were struggling with their service levels a few years ago but have overcome their problems and now deliver best practise. Read more [here](#).

BRIGHT UK EXPAND MANAGEMENT TEAM

Stephen Jacobs will work with Bright heading up strategy and business development for the UK market. With 20 years in the contact centre industry, Stephen has a wealth of experience and knowledge as both a provider and a buyer of contact centres. For several years he has also been a judge at the European Call Centre Awards and is a guest lecturer at the Institute of Direct Marketing.



We are very excited to welcome Stephen on board and look forward to working with him!

CCA ANNUAL CONVENTION



CCA Customer Contact Convention is the leading event for senior customer contact professionals to exchange and experience learning in a lively and stimulating environment. Being held in Edinburgh on 18 and 19 November 2008, the event will include a mix of keynote presentations and masterclass break-outs. Speakers include Virgin Radio International, Vodafone, Sky, HMRC and AXA PPP.

Logon to www.customercontactconvention.com to book your place or contact CCA Events team on 44 (0)141 564 9800. Quote BRIGHT to qualify for a special delegate rate of £699 plus VAT per person (normally £999).

EXCERPT FROM NEW RESEARCH FINDINGS

by Mats Rennstam

The last Bright Index survey showed improved service levels with 70% of all calls now being answered within a minute. For the first time, however, we have been able to put this in relation to customer satisfaction and we can see that it has surprisingly little effect. When we instead look at the correlation between agent engagement and customer satisfaction there is a clear correlation screaming out at us. Answering the calls 15 or 30 seconds quicker is irrelevant if your agents don't love what they do. Here is a major potential cost saving to please that Financial Controller that doesn't involve getting out the productivity whip!



Remember, measure all three areas here to get the full picture!

Another of many things that stuck out was that the number of agents per coach continues to climb. It is still within the 8-15 band that we see the best performing centres have but now much closer to the top end of the scale. Over 15 agents per coach and we see a negative effect on sales, FCR and agent engagement

For more on this and many more industry trends, contact us on info@brightindex.co.uk.

FACT BOX

Bright Index has been measuring 50 KPIs of 80 centres every year since 2000. The data is gathered straight from the customer's systems and as such is the most reliable benchmarking data available in Europe today. Participants are compared to their peers, national averages and also receive a GAP analysis with recommendations on how to improve performance.

BRIGHT NAVIGATOR LAUNCHED!



is not having the time to measure why customers call and what they think. We're busy tackling the challenge of increasing volume of calls. Bright now launches automatic customer satisfaction solution for its customers (comprising 75 larger centres) and will package it with our Performance measurement solution and Employee satisfaction survey in a user friendly dashboard. The agents will have access to their own results thus making the system self developing.



The bank SEB's customer service director says:
 - It was a natural step for us to move on to the Bright Navigator. We felt we needed to know a lot more about what the customers thought of us but in an actionable way. I see several uses; we can better develop our teams through analysing good and bad responses from the customers. We see clearer what we can do to improve and which behaviour is driving customer satisfaction. I also look forward to comparing our results to other companies. Our goal is to be the best at customer experience and how do we know if we don't have an external reference.

By combining the three modules we are starting to see industry first findings into what drives them and how they are connected; a major bonus!

Contact us for more information on info@brightindex.co.uk.

WHEN DID YOU LAST BUY YOUR MANAGER A BENCHMARK?

Benchmarking is a great way to help you prioritise and get the optimum out of your time, resources and money. Measuring internally shows you if you are improving or deteriorating but benchmarking externally tells you if you're doing well or not and, where. 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 KPIs are analysed and presented back together with recommendations via a mini-workshop.



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

- Were willing to recommend our service 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 read more [here](#).

BUSINESS DEVELOPMENT MANAGER WANTED



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

The role will specifically include:

- Making contact with target companies and sell our consultancy and benchmarking services.
- Negotiating and renewing existing clients' contracts.
- Present the findings of our analysis of the client's performance and run smaller workshops. Potentially have own consultancy engagements.
- Manage relations with partners and subcontractors.
- Prepare for an expansion of the Business Development team.

Please email covering letter and CV to hr@brightindex.co.uk quoting job title in subject line.

GENESYS WHITE PAPER

Your contact centre serves as your company's virtual front door. How you greet customers determines whether they continue doing business with you. Long wait times, the need to repeat information, and multiple transfers all serve to impact customer relationships.



Download the new business paper here: **[The intelligent Customer Front Door: Rolling Out the Red Carpet for Increased Customer Satisfaction](#)** and discover how your contact centre can actually anticipate customers' needs and allow them to control the interaction.

You'll learn how intelligent self-service technologies can:

- Boost customer loyalty
 - Increase contact centre efficiency and productivity
 - Generate incremental revenue
-

ABOUT BRIGHT

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

The consultancy practise 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 analyse and benchmark key performance indicators of contact centres in different industries from all over Europe. Main areas covered are:

- Performance

- Customer satisfaction
- Employee satisfaction

The results form a platform for participants' target setting and improvement plans. The end goal is to significantly improve our clients' competitive edge, at the same time as we improve overall customer and agent satisfaction.

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