

Drive Employee Engagement Through Collaboration

Working Together for the Good of the Customer, the Employee, and the Organization

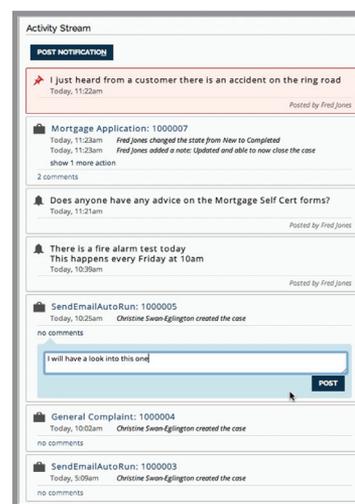
While most companies seek to provide a positive customer experience, many organizations now realize the importance of providing a positive employee experience as well. Whether they are interacting directly with customers or performing background tasks on a customer's behalf, your employees make a huge impact on the quality of your customer experience.

Getting and keeping every employee engaged, informed, and empowered is critical to your success. In fact, Aberdeen Group has found that employee engagement is ultimately tied to customer service quality. Aberdeen defines employee engagement as a state of positive work-related attitude, characterized by high-levels of energy, emotional commitment and satisfaction derived from the work itself¹. In its 2015 report², Aberdeen Group found that companies with a formal employee engagement program had a 5.3x greater annual improvement in first contact resolution rates and 233 percent greater customer loyalty.

One way to increase employee engagement is to foster more collaboration in the workplace. Here are three ways to encourage such collaboration among front-line and back-office customer service employees.

Activity Streams

Activity Streams are notifications and discussion threads within the Verint Engagement Management Employee Desktop that facilitate enhanced collaboration between employees. Within the contact center, complex and unpredictable tasks often require frequent collaboration between multiple employees. The global and outsourced nature of today's contact center can make even simple communication and information sharing difficult.



Activity Streams help organizations address the collaboration needs of today's contact center workforce. The activity stream viewer is located within the Verint Engagement Management Desktop, and users can subscribe to items such as cases, knowledge articles, notifications, user posts and more.

Once subscribed, the events on that item are published to the individual user's activity stream where they can monitor and comment on items of interest, as you would do with any popular social site. Through these capabilities, knowledge is quickly shared among employees across all of your contact centers. Employees across regions and shifts are able to help one another and leverage tribal knowledge. With access to this shared knowledge, every employee can be your best employee.

In addition, team leaders or supervisors can post important notifications to employees on an activity stream, such as information on a trending product issue or business event. To ensure employee awareness, these notifications can be pinned to the top of the stream for a set period of time.

Employee Chat

While Activity Streams represent an example of group collaboration among multiple employees, it is also important to facilitate one-to-one conversations in real time as needed. When an employee is working to resolve a customer issue, he or she may wish to speak to an employee who has worked with the customer previously or ask a question to a subject matter expert. Verint Engagement Management Live Chat is available on the Employee Desktop, allowing employees to reach out to each other for a quick, collaborative discussion. By launching a chat directly from the desktop, employees are able to resolve issues more quickly and accurately, resulting in a better experience for customers and employees.

Live Chat can also be used to facilitate collaboration between employees and customers. When an employee is working with a customer to resolve an issue via Live Chat, he or she can conference a second employee into the conversation to assist. The employee is also able to transfer the chat to another employee if that person is better equipped to assist the customer. All of these chat conversations are recorded and stored as part of the customer's history, so future employees can reference the conversation if the customer contacts the organization again.

Gamification

Competition is another great way to foster team building and engagement. Savvy organizations are incorporating elements of game theory – gamification – into the workplace to help stimulate and motivate their staff. Verint Gamification can help you engage staff, communicate goals, measure and acknowledge achievements, inspire collaboration, and motivate teams. It can enable your organization to transform the process of skill acquisition and enhancement from a routine chore into an exciting and competitive experience.

Going beyond the points, badges, and leaderboards typical of many gamification applications, Verint Gamification provides rich game narratives right out of the box with clear calls to action focused on personal and shared performance metrics, on-the-job mastery, and enhanced customer interactions. By coupling engaging themes, such as racing, virtual city building, or sports, with a progression of challenges, the solution can capture employee interest while helping build desired skills and behaviors.

These three capabilities give your employees an opportunity to engage with each other in many-to-many, one-to-one, and competitive scenarios, driving collaboration and engagement, which ultimately can improve your customer experience.

¹ Aberdeen Group, *Employee Engagement: Paving the Way to Happy Customers*, September 17, 2015

² Aberdeen Group, *Employee Engagement: Paving the Way to Happy Customers*, September 17, 2015

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