

Enhance Coaching of Your Work-from-Anywhere Agents

Work-from-anywhere and the acceleration of digital transformation have dramatically changed the contact center landscape. Supervisors can no longer “walk the floor” to understand who might need help. The influx of digital channels such as chat, text, and social media means that traditional quality evaluations using call recordings capture only a fraction of the work performed by today’s contact center agents. Contact center managers and supervisors need new, data-driven ways to assess performance to better coach, motivate, and grow their teams.

Implementing Virtual Walk-Around Management

Research conducted prior to the pandemic showed a strong correlation between the amount of time spent by coaches on the contact center floor and elevated staff retention rates — in some cases, twice the industry average. Post Covid-19, many of those agents now work remotely. What do coaches do, now that they can’t walk the floor? They need a digital means of understanding who is doing what, when, and discerning if an agent is struggling.

Examining Desktop Activity

Most quality management programs focus on the customer interaction, whether that’s an in-person or phone conversation, or written dialogue between customer and agent or chatbot. But that’s only part of the interaction. There’s also the interaction the agent or chatbot has with your company’s systems.

Examining desktop activity can provide you with a host of insights:

- Are there common mistakes that might point to a training/programming issue?
- Are agents skipping compliance steps to improve or reduce their handle times?
- Are there opportunities to automate tedious, repetitive tasks agents currently perform?

Pairing desktop activity with customer interaction data creates a more holistic picture and can uncover ways to improve both the customer and agent experience.



Executive Perspective

Obtaining Data-Driven Performance Feedback

Verint® Application Visualizer™ is an innovative desktop analytics solution that can give contact center managers objective, real-time data on employee application usage. This activity data helps them understand how their employees are performing across all channels and locations, including work-from-anywhere employees. A “virtual” walk-around management tool, Verint Application Visualizer can help identify whether:

- Agents are using correct applications in response to customer queries.
- Agents are struggling and need coaching to improve performance.
- Opportunities exist for reducing downtime and increasing productivity and capacity.

The solution sits unobtrusively on the employee’s desktop and captures only application and URL information. This information is grouped into predefined categories, such as customer/production-related, non-production, idle, and inactive time. Managers can compare time spent in these application groupings against peers and team goals. The data quickly shows agents who are falling behind so managers can correct behaviors quickly, helping improve productivity and the customer experience.

Alleviating Agent Concerns

Knowing that the feedback agents receive in their coaching is based on actual activity data, and that everyone else on the team is being assessed on the same data, goes a long way to building trust between agents and supervisors. They can have more constructive discussions on how to change behaviors based on the data, vs. disputing manager observations or potentially biased opinions.

Verint Application Visualizer is designed to protect employee privacy. Unlike other solutions, it does not log keystrokes or capture screen grabs, or turn on desktop webcams to record agents at work. Non work-related sites can be masked, so if agents on a break log into their bank accounts to check their balances, none of this information is captured. The URL is masked when categorized as non-work, so managers cannot see if they spent time on a bank site, Facebook, or playing games.

Benefit from Real-Time Activity Data

Managers now have real-time data vs. anecdotal observations to drive agent feedback during coaching sessions. They can use this data to help agents focus on the right activities to improve productivity and capacity. By understanding how agents use applications during interactions, they can correct behaviors and identify and share best practices across teams.

Verint Application Visualizer is part of the Verint Customer Engagement Cloud Platform. When paired with other workforce engagement solutions, organizations can further improve employee performance, compliance and productivity. For example, when paired with:

- **Verint Application Triggers™** — Managers can program automated alerts based on employee desktop activity. If agents open a screen or account file outside their scope of work, they and their manager can get an alert of non-compliant behavior for immediate correction.
- **Verint Workforce Management™** — Desktop activity data can be used to verify schedule adherence and facilitate reconciliation of hours worked.
- **Verint Real-Time Agent Assist™** — Application data can be leveraged to provide real-time guidance on the next step or action to take.

To learn more about Verint Application Visualizer and the full suite of Verint Desktop and Process Analytics™ solutions, visit www.verint.com.

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