

A GLIMPSE INTO THE FUTURE

CREATING A STEP CHANGE IN PERFORMANCE

Presentation to the Top 50 Forum
21st September 2010. NEC, Birmingham.

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Professional Planning Forum



Independent industry body supporting professionalism in customer contact planning, analysis and best practice.



Food for Thought @ CC Expo

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A sea-change in performance



Measuring new things gives the opportunity to focus on the customer.

- **Speech analytics**
 - Data on customer experience not just speed
 - Focus on (parts of) calls that make the difference
- **Customer Feedback**
 - Using survey data with individual colleagues
 - Engaging teams in driving experience improvement
- **Engaging with this data**
 - Understanding & enthusiasm at the front line
 - Relevant & timely information on their desktop

Insight from industry innovators



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TESCO



**Invesco
Perpetual**

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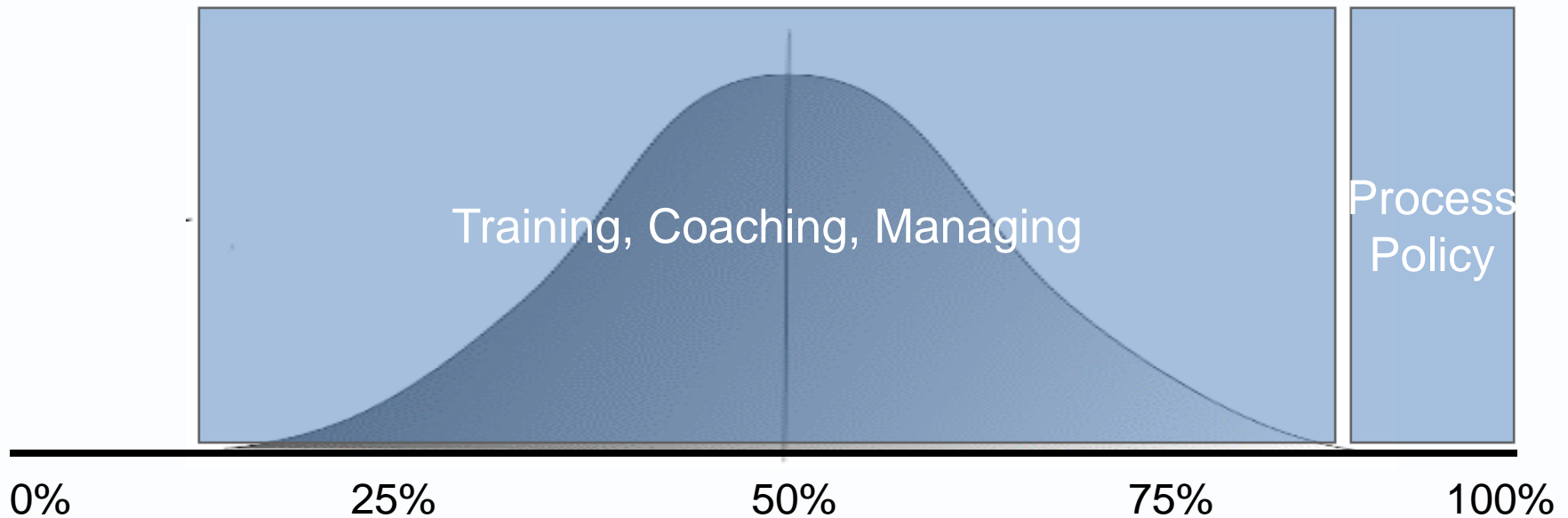


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Looking behind performance is key to investing time / resource appropriately

Process and policy is often cited as the reason for limiting performance - but is it?



We know what's possible – do we understand how?

Refining the role of the middle-man

We're often using our middle-men to explain the "what" . . .

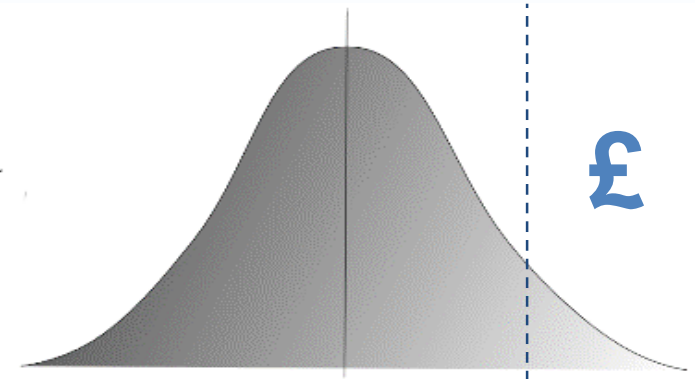
. . . there's value both ways in doing that directly. . .

. . . and using the middle-men to explain the "why"

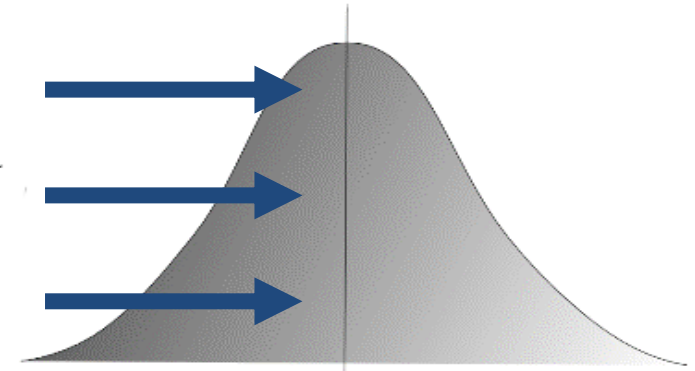


Small Business Mentality in Big Business

Most of us are rewarding our “top performers” for doing a great job



The burden of shifting / squeezing the curve” falls to trainers, coaches and team managers



How can we leverage teams to improve their overall performance?



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THANK YOU FOR LISTENING

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