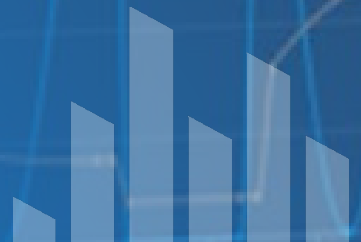


Service Calls

10 Ways miPerform can drive operational excellence



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In every contact centre, across the land, managers are asking the same questions.

How do we motivate our teams more effectively? How do we help our teams motivate themselves?

How do we improve performance for today? Do we have the agility to adapt to tomorrow?

And how do we do all of this more rewarding work, when we also have to spend time reporting on that performance and recruiting new advisors because of the constant turnover?

We know.

We spent years doing the same – using tools and systems that really weren't up to the task.

So we decided it was time to build a solution that was.

The result: **miPerform** – an all-in-one solution for motivating, supporting, developing and improving the performance of the workforce, using the data your business already generates, to provide the agility you always dreamed of.

miPerform collates that data and presents it in the most effective way for every role. From reports to dashboards to gamification, miPerform allows you and your teams to turn operational data into performance insight and improvement.

This short guide sets out **10 ways you can put miPerform to work in your organisation.**



1. Empower performers to self-manage, on an ongoing basis

From top cyclists to couch-to-5kers, almost 100 million people worldwide are now signed up to Strava. For some, it's a chance to compete, and benchmark their running or cycling against known and unknown peers. For others, it's simply a method of tracking their own performance; monitoring improvement, setting their own targets for distance, speed or both.

Whatever the personal motivation, the phenomenal growth of Strava shows how much individuals at all levels value having tools and data to track and manage their own performance. **miPerform** applies the same principles to working life. It gives every performer – not just

in the contact centre, but in field service, IT support and many other areas – a wealth of information about their performance, so they can:

- see how they are faring day-to-day compared to their (anonymised) peers, from the average to the top performers
- track progress towards their targets, whether set themselves or by managers
- monitor how they are doing, compared to their own previous performance.

Instead of waiting for employee of the month awards, or their annual performance review, **with miPerform they have the data to motivate themselves, on an ongoing basis.**

And, as miPerform clients have discovered, that instantly makes a difference to individual performance, team performance and overall business performance.

2. Set more relevant and personalised performance objectives

Contact centre performance management has long been driven by targets. Even if you've moved on from focusing on average handle time and speed to answer, chances are you're still tracking them – along with first contact resolution, customer satisfaction and countless more.

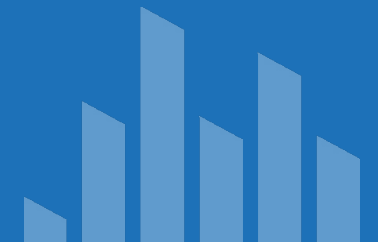
In most contact centres, these then form the basis for individual objectives too. But that's as nuanced as it gets. From the most experienced and skilled advisers to new recruits, you're tracked in the same way. Great, for those at the top; demotivating, for those who know they are struggling.

miPerform allows you to take a different approach. Instead of the blunt tools of averages or overall outcomes, **you can set each individual different targets and objectives – like achieving a 5% improvement in a key area.**

Then track progress towards it.

All of a sudden, there's a genuine incentive for the individual that generic targets cannot offer; one that drives skill and performance development, whether the individual is new to the business or has been in the same role for a long time.

It can even work for top performers too: setting them a new challenge.



3. Understand what good performance really looks like and what drives it

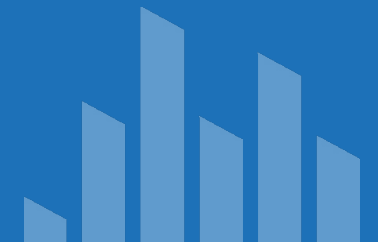
Most contact centres are quite good at knowing who their best performers are. The problem is, they don't necessarily know why.

And very few are able to identify their top agents when it comes to managing different types of interactions.

miPerform can pave the way to gaining that insight. By bringing together data from different systems into a single platform for analysis, it allows you to track performance in relation to different categories: selling opportunities, renewals, product returns, complaints.

You can **work out which of your advisors consistently deliver the best outcomes**, then delve deeper into what makes them more successful.

That in turn allows you to identify what constitutes best practice, then build that into training and guidance for the whole team.



4. Reduce the reporting burden for managers

In terms of time, compiling various different daily, weekly and monthly reports accounts for one of the biggest parts of the contact centre manager's role. It's also one of the least enjoyable and rewarding ones.

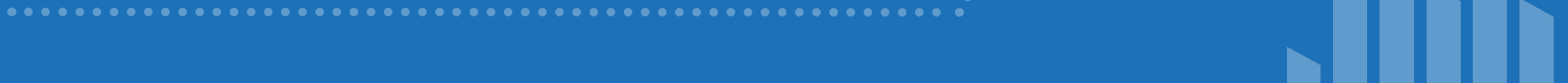
So it's no surprise that managers love a solution that generates those standard reports for them.

miPerform can do exactly that. It can be configured to **produce common reports automatically, gathering data from different contact centre systems and presenting reports in the format the business wants.**

You can set it up to email them out to the relevant recipients, or simply make them available via a dashboard or intranet.

Even when the manager is busy dealing with a staffing crisis or a tech issue.

Reducing the reporting burden doesn't just mean that managers and supervisors spend less time on administration. It also gives them more time to explore the data and reports, spot issues and opportunities and work with the team to address them.



5. Enable targeted coaching based on individuals' needs

Sometimes contact centre development needs are obvious. But often that's not the case; it's often hard to work out what additional skills and training an individual would benefit from, unless they specifically ask. Instead, they fall into the group learning sessions when new processes or tools are introduced – and that's about it.

Unsurprisingly, their performance doesn't tend to improve. With **miPerform**, you can take a different approach. **It provides the data about different aspects of individual performance to help identify training and coaching needs.**

Managers and supervisors can examine this – looking at areas where an individual appears to be underperforming against the rest of the team.

And crucially, **so can the individual performers themselves**, spotting areas where they aren't achieving good outcomes and requesting assistance.

From that insight, managers and trainers can provide highly targeted 1-2-1 coaching to drive improvement.



6. Spot dips in performance sooner – and take corrective action before the Customer Experience is affected

Sudden surges in volumes. Calls taking longer than usual, as advisors tackle an unexpected problem.

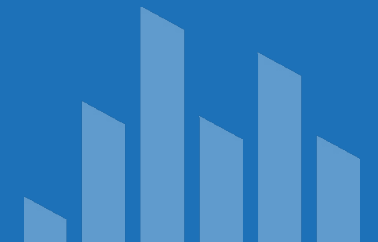
As soon as you know about these kinds of issues, you can take action. But all too often, it's only when the wallboard shows large numbers of callers waiting that managers are alerted to a problem.

And those few minutes can be crucial to the impact on the overall customer experience.

miPerform can put you in the picture faster. Because it automatically and constantly tracks critical benchmarks and indicators.

miPerform offers more ways to ensure that you can see when performance is below a target level. You can define thresholds, so it alerts you immediately when one of them is breached.

By giving you that extra insight into dips in performance, a fraction faster, there's more chance for you to address it, before there is a drop in key customer experience measures.



7. Improve retention of talented and trained staff

Staff churn is one of the biggest drivers of inefficiency in contact centres. There's the basic cost of recruitment. There's the time and effort spent training new staff on a seemingly never-ending basis. And even once recruits have been through the basic training, there is invariably a lag before they become fully productive members of the team.

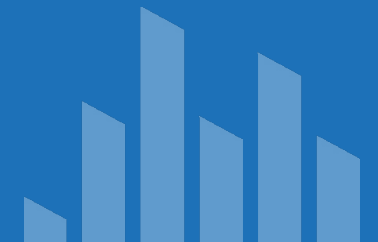
So any solution that helps you retain the staff you've trained up is of clear value.

Time and again, our **clients tell us that introducing miPerform has helped them reduce churn.**

The reasons, ultimately, are all outlined in this guide.

- It means you can set team members individual objectives – and reward them for improvement and achievement.
- It allows supervisors to deliver focused coaching, to help address areas of underperformance and increase performers' chances of hitting targets and achieving bonuses.
- It lets them manage their own performance, so they can motivate themselves and see when they are doing a good job.

Bringing all these together helps increase your chances of retaining trained and talented staff – making the operation more efficient and maintaining higher levels of performance.



8. Enhance quality and compliance... and tracking and demonstrating both

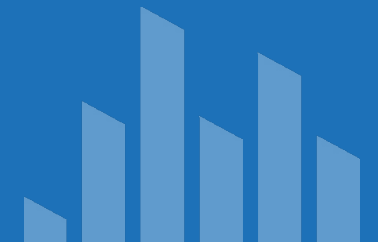
Every contact centre knows the importance of monitoring quality and compliance. That's why we all have so many different systems in place dedicated to it!

The problem, of course, is that the solution that tracks script adherence isn't the same as the one that monitors customer outcomes. And while some aspects of quality are measured in every interaction, others only get checked intermittently.

miPerform offers an alternative solution. It can provide you with **a single window on quality and compliance, bringing together data from multiple systems** – or different dashboards for different roles.

For example, advisors could be alerted in call to the fact that they haven't asked key questions. Managers can track adherence to new processes, or spot where an individual agent is not hitting their normal levels of Customer Satisfaction then act on it.

All the time, **miPerform** is also compiling the overall data that enables you to demonstrate the team's performance to directors and regulators.



9. Present data in an organised and relevant way – for each team

There's so much data available about contact centre performance – or indeed the performance of almost any team in a business. But different teams, and even those in different roles within the team, need different aspects of that data to inform their performance and decision making.

There are so many views required you can't hope to pre-generate all the data that might be needed. That's where miPerform's flexibility comes into its own.

miPerform enables teams to **create the reports and dashboards they need, when they need them**. It brings together siloed data from multiple systems and sources into a single platform – without affecting the underlying data.

From there, individuals and teams can generate the views they need, quickly and easily.

Select the information you want and the output format needed: charts and visualisations, or simply a spreadsheet. If it's likely to be a recurring requirement, set it up as a report that can be reproduced.

It's a far more cost-effective approach than having to pre-generate dozens of different reports, based on anticipation of what teams *might* want.



10. Generate insight to drive improvements

Contact centre performance data isn't an end in itself – even if it sometimes feels that way.

The whole point of data gathering and reporting is to enable improvements to processes and individual performance, putting the performance data in context to understand the cause of dips or peaks.

miPerform can provide the basis for working out where processes are too slow or disjointed, where products need improving, and where systems are letting performers down.

Has there been a system or process change that is resulting in longer interactions?

Has a small tweak in the core script lifted sales?

Or are there simply different patterns associated with times of day, week or year – that once you see, you can manage?

By providing consolidated data in an easy-to-understand way, miPerform lays the foundation for smarter contextual analysis, at an individual, team and organisational level.

**The next step?
That's up to you.**



Ready to find a new way?

From motivating individuals to monitoring compliance to maximising managers' time, **miPerform** can transform the way you gather, use and analyse performance data – not only in the contact centre, but in teams across the business.

It's a modular cloud solution that can be deployed rapidly, with minimal input needed from your IT department: it simply overlays your existing IT environment.

Already using miPerform?

If you're already using **miPerform** in some of the ways outlined in this guide, but think you could do more, you're probably right!

Talk to your **miPerform** account manager for guidance on how to add new capabilities and use miPerform in more ways to drive performance and business improvement.

Interested?

Want to find out more?

1. Talk to one of our experts

2. Book a demo

**3. Join our network,
follow us on LinkedIn**

email: hello@miperform.com

