

A photograph of a call center environment. In the foreground, a woman with long dark hair is seated at a workstation, looking at a computer monitor and typing on a keyboard. The workstation includes a CRT monitor, a keyboard, and a mouse. In the background, other agents are visible at their desks, and the room has large windows and modern office furniture. The overall scene is brightly lit and professional.

Call Centre Success

**Practical learning opportunities that will
deliver sustainable improvements in
Call Centre effectiveness and efficiency**

Typical Improvement Challenges Cited by Call Centre Agents, Managers & Executives

- Time Management
- Motivation
- Listening
- Performance Management
- Communication
- Coaching
- Leadership
- Reselling, Up-selling & Cross-selling
- Efficiency
- Effectiveness
- Work Environment
- Telephone Manner
- Management by Fact
- Teamwork
- Staff Retention

Call Centre Revenue Challenges



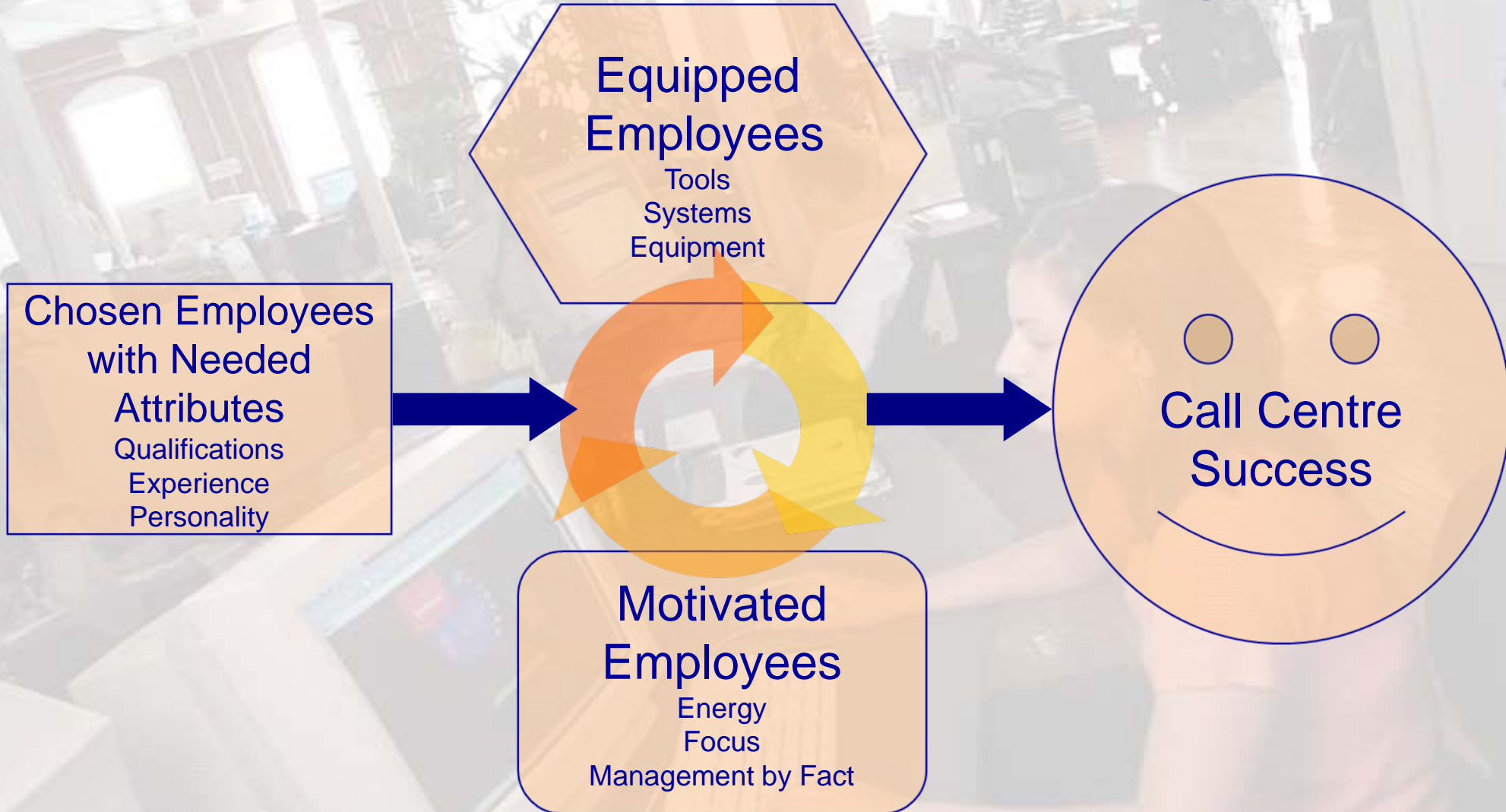
- **Customer value is not being maximised**
 - **Customers are changing suppliers because they often do not get**
 - **the competent response they require**
 - **the response times they need**
 - **Re-selling, up-selling, cross-selling opportunities are often missed**

Call Centre Cost Challenges

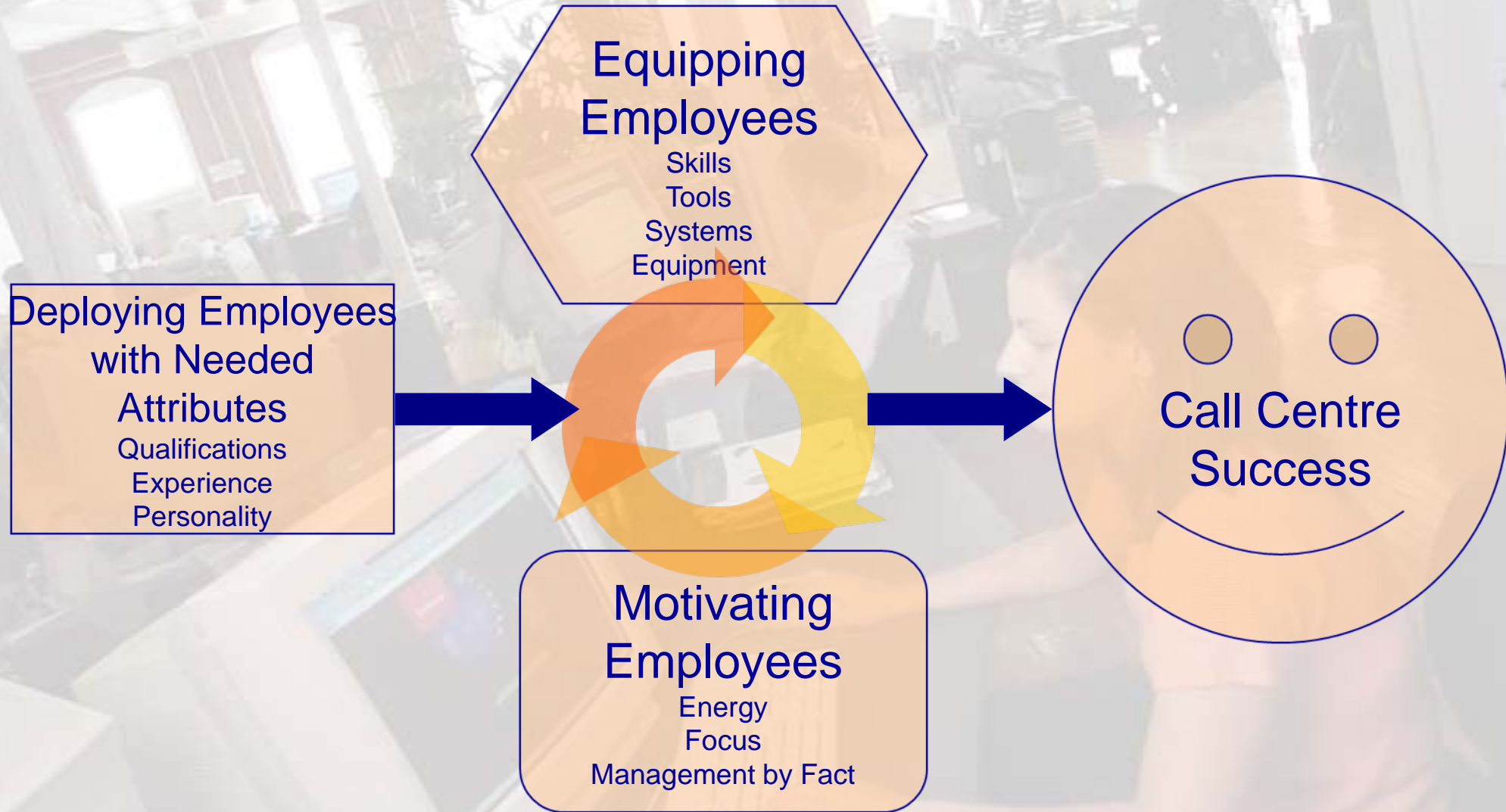


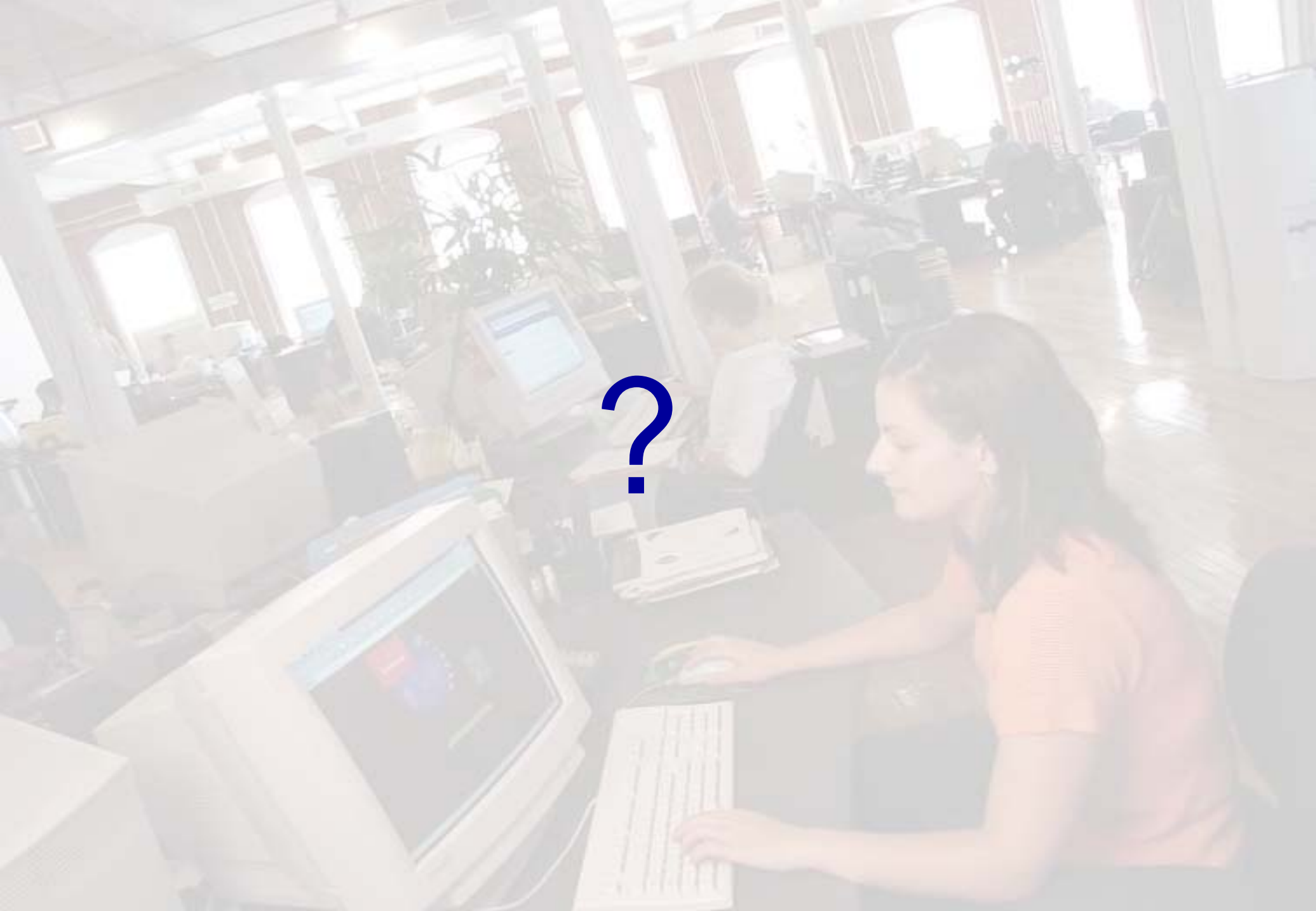
- **Service costs are not being reduced as planned**
 - **Recruitment and training costs are high because**
 - call centres tend not to be preferred places of employment
 - agents often do not enjoy their work are bored and leave
 - agents are often stressed or unmotivated and regularly absent
 - **Total transaction costs are increased because**
 - ineffectiveness of call centres often increases costs elsewhere in the supply-chain

By Choosing Our People Well, Helping Them to Be Motivated & Equipping Them

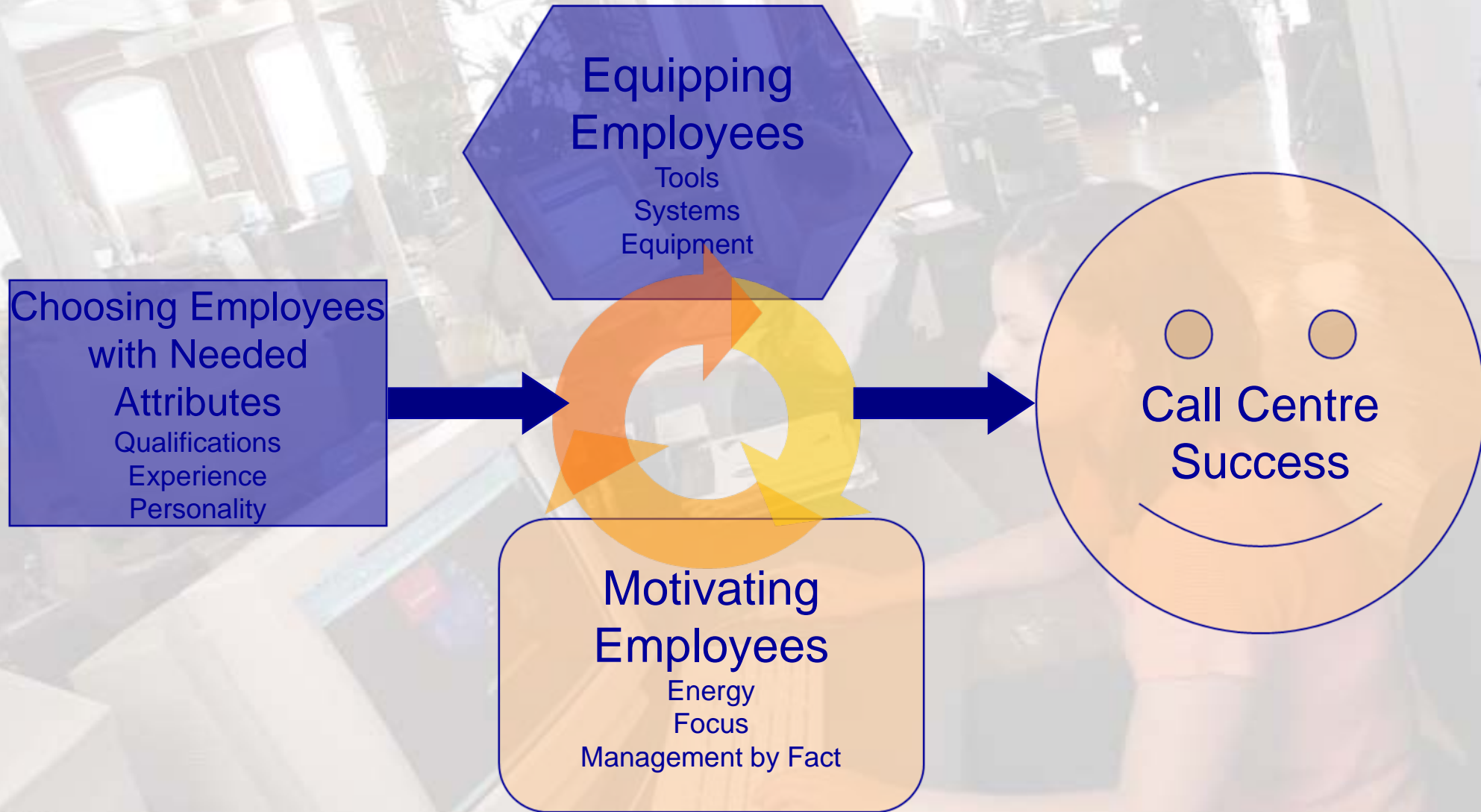


What does your company do well today?



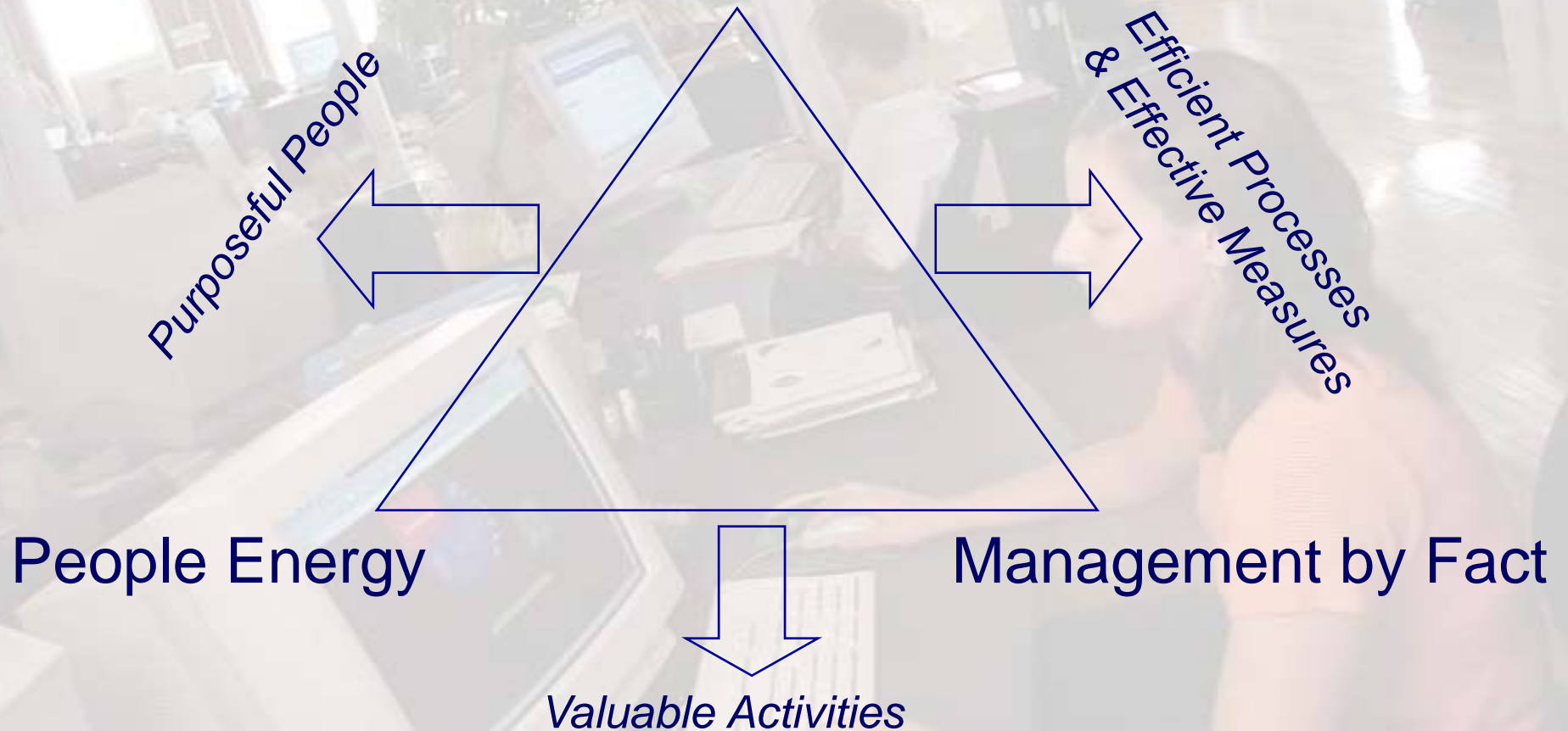


What The Mathews Partnership does well!



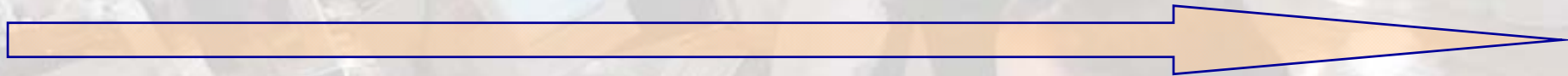
We do it by Integrating these Essential Components of Success

Needs Driven Business Focus

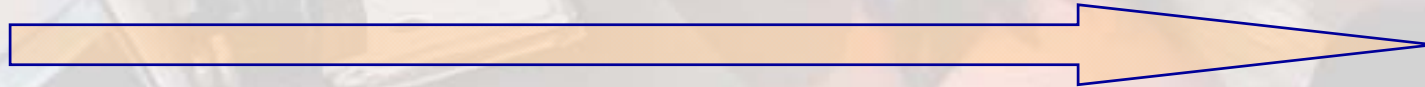


Preferred sequence for intervention

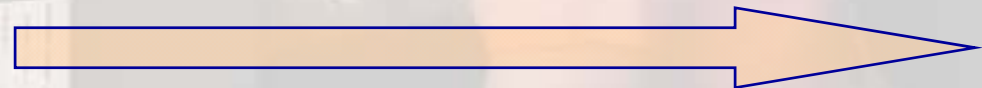
1. People Energy



2. Management by Fact



3. Business Focus





Example of TMP Approach - Liberating People Energy

People Energy and Need Alignment

A woman with long dark hair, wearing a light-colored short-sleeved shirt, is seated at a desk in an office. She is looking at a computer monitor and has her hands on a keyboard and mouse. The office is brightly lit with large windows in the background, and other desks and people are visible in the distance. The overall scene is slightly faded, serving as a background for the text.

- In a company people energy is liberated when a cycle is created in which
 - individual needs,
 - customer needs and
 - company needsare progressively aligned

The Cycle of Individual, Customer & Company Need Alignment

**3. Company
Needs**

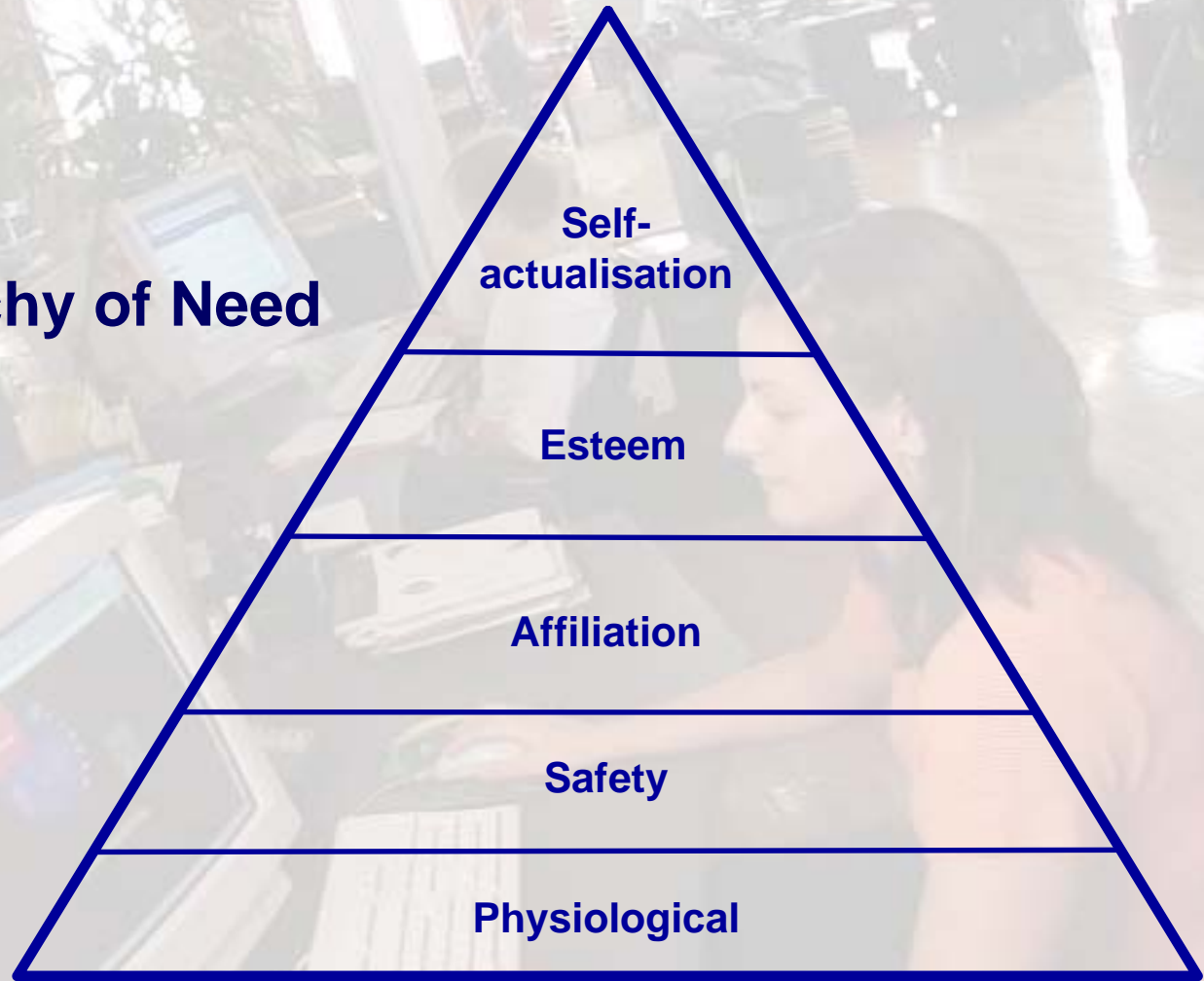
**1. Individual
Needs**

**2. Customer
Needs**



In this Alignment Process All Individual Needs must be considered

Maslow's Hierarchy of Need



Assumptions

- For most individuals working in most company settings Maslow's
 - Physiological Needs
 - Safety Needsare taken care of reasonably well and
 - Affiliation Needsare taken care of to some extent

The Mathews Partnership Contribution

- TMP Interventions focus on fully meeting
 - Affiliation Needs
 - Esteem Needs
 - Actualisation Needs
- We do this using a
 - continuous emergent process
- Founded on
 - the work of a late eminent psychologist Will Schutz

The Continuous Emergent Process

3. Openness

1. Inclusion

2. Control



Need Alignment that Liberates People Energy

A woman with long dark hair, wearing a light-colored top, is seated at a desk in a call center. She is looking at a computer monitor and has her hands on a keyboard. The background shows other workers at desks in a large, brightly lit office space with large windows.

- Affiliation
 - What is the purpose of this company/call centre?
 - Do I want to be a part of it?
- Esteem
 - Esteem from others
 - Self-esteem
- Self Actualisation
 - Doing what I enjoy and am capable of
 - Becoming all that I can be

Creating Affiliation to the Company & Call Centre

- Inclusion
 - I understand the relevance of the company & call centre to its customers
 - I know the Strategic Objectives of the company and how they relate to meeting customer needs
 - I know the Tactical Goals of my department
 - I know the Operational Performance Standards of my job
- Control
 - I am empowered to do my job
 - I am trained
 - I am coached and supported
- Openness
 - I share the beliefs and values of the company and call centre
 - I behave with integrity
 - My colleagues behave with integrity

Creating Esteem for Self and Others

A woman with dark hair, wearing a pink top, is seated at a desk in an office, typing on a keyboard. The office is brightly lit with large windows in the background, and other people are visible working at desks in the distance. The overall atmosphere is professional and busy.

- Inclusion
 - I am appropriately engaged with other people and they are appropriately engaged with me
 - I understand why other people are significant
 - I understand why I am significant to other people
- Control
 - I am willing to influence or be influenced by others as appropriate
 - I value the competence of others
 - I know that I am competent
- Openness
 - I have the ability to balance businesslike and personal interaction
 - People trust me
 - I like myself

Creating Actualisation by Achievement

- Inclusion
 - My goals and company goals are well aligned
 - I know the strategic significance of my work to company and self
 - I understand the tactical priority of my company and personal tasks
 - As I improve company operational performance I am improving my ability
- Control
 - Achieving the company goals helps me to achieve my goals
 - I understand company processes
 - I am equipped to use company tools
 - When I succeed the company succeeds and vice versa
- Openness
 - I care about the company and the company cares about me
 - I love my work
 - I do what I like and the company likes what I do
 - I am acknowledged with rewards that are meaningful to me

Help Meet Your Challenges with The Mathews Partnership Offer

- **Better relationships with callers will result in**
 - improved customer loyalty
 - re-selling, up-selling & cross-selling at every opportunity
 - more complete information capture
- **Enhanced job satisfaction for your agents will result in**
 - reduced absenteeism and churn
 - increased first-call resolution
 - decreased supervisor referral
 - lower recruiting & training costs
 - a preferred place to work
 - improved agent productivity

Who Should Participate in Our Learning Opportunities?

- **Executives who are responsible for Call Centre overall performance**
- **Managers/Supervisors/Team Leaders who are responsible for day to day performance of Call Centres**
- **Agents who are responsible for the call-to-call performance of Call Centres**

What Executives Will Learn

How to create the right environment where

- Agent-caller relationships can improve
- Agents can understand how they contribute to company success
- Agents' performance can be appropriately measured

Executive Learning Opportunities

“How To Enable Call Centre Success”

- Executive Seminars and/or Mentoring Programmes covering
 - Liberating the Energy of your Call Centre organisation
 - Clarifying Strategic Focus for your Call Centre organisation
 - Managing your Call Centre organisation by Fact

What Managers/Supervisors/Team Leaders Will Learn

How to manage so that

- Customer satisfaction is improved
- Job satisfaction is enhanced
- Agents are more productive



Management Learning Opportunities

“How to Maintain and Improve Call Centre Success”

- Management Seminars covering
 - Liberating the Energy of your group
 - Helping your group set Priorities
 - Helping your group to Measure Success

What Agents Will Learn

How to conduct calls so that

- More calls are effectively handled in any given period
- More first-contact resolutions/ less supervisor referrals occur
- More reselling, up-selling and cross-selling occurs

Learning Opportunity Example

“How to be a Successful Call Centre Agent”

– A 6-month Agent Development Programme comprising

- 2-day Seminar “Self Worth & Customer Satisfaction”
- Rapid Skill Builder Self-development Programme
- 2-day Seminar “Personal Growth & Customer Value”
- Rapid Skill Builder Self-development Programme

covering

- Finding fulfilment in your job
- Making each call count for the company
- Measuring your success

Why Choose the Mathews Partnership Offer?

- It is based on the profound yet simple principles and practices of The Human Element® approach to improving personal and interpersonal understanding developed over 5 decades by the renowned psychologist, the late Will Schutz
- This approach has been tried and tested in some of the most demanding situations



Benefit by Maximising Customer Value

A woman with long dark hair, wearing a red top, is sitting at a desk in a modern office. She is looking at a computer monitor and has her hand on a mouse. The office is bright and has large windows in the background. There are other desks and computers visible in the distance.

- Customers will choose your company because they get
 - the competent response they require
 - the response times they need
- Re-selling, up-selling, cross-selling opportunities will not be missed

Benefit by Reducing Service Costs

- Recruitment and training costs will be reduced
 - people will desire to be employed in your call centres
 - agents will enjoy their work in your call centres and stay in your employment
 - agents will be unstressed, self-motivated and absent only for good reason
- Total transaction costs will be reduced because
 - effectiveness of call centres will reduce costs elsewhere in the supply-chain

To Develop Your Investment

Bespoke Seminars for your Managers/Supervisors

- Tactical Needs Assessment
- In-company or Consortium Seminar tailoring
- Seminar delivery



To Increase Your Returns

Bespoke Seminars and/or Mentoring Programmes for your Executives

- Strategic Needs Assessment
- In-company or Consortium Seminar tailoring
- Mentor Programme development
- Seminar and/or Mentor Programme delivery

A woman with long dark hair, wearing a light-colored top, is seated at a desk in a call center. She is looking at a computer monitor and has her hand on a keyboard. The background shows other desks and people working in a bright, modern office environment with large windows and indoor plants.

Thank you for your time

We are looking forward to
helping you to deliver more
Call Centre Success