



Contact Centre Engagement Index Features & Benefits

- Designed by contact centre experts specifically for the contact centre environment.
- Rigorous academic/statistical modelling to link key drivers.
- Peer norms of external comparisons for best practice.
- Simple to use, no IT integration.
- Fully automated analysis.
- Designed to support rapid change in engagement.
- Full-service offering. We help you identify, implement and monitor the key interventions.



Contact Centre Engagement Index



- **ENGAGEMENT**
- **INSIGHT**
- **INNOVATION**

Why Engagement Matters

Research by the Customer Contact Council during 2006 shows that engaged employees work harder, stay longer and out perform compared to the rest of the workforce. However only 13% of the workforce surveyed fell into the "engaged" category and 76% were classified as "agnostic".

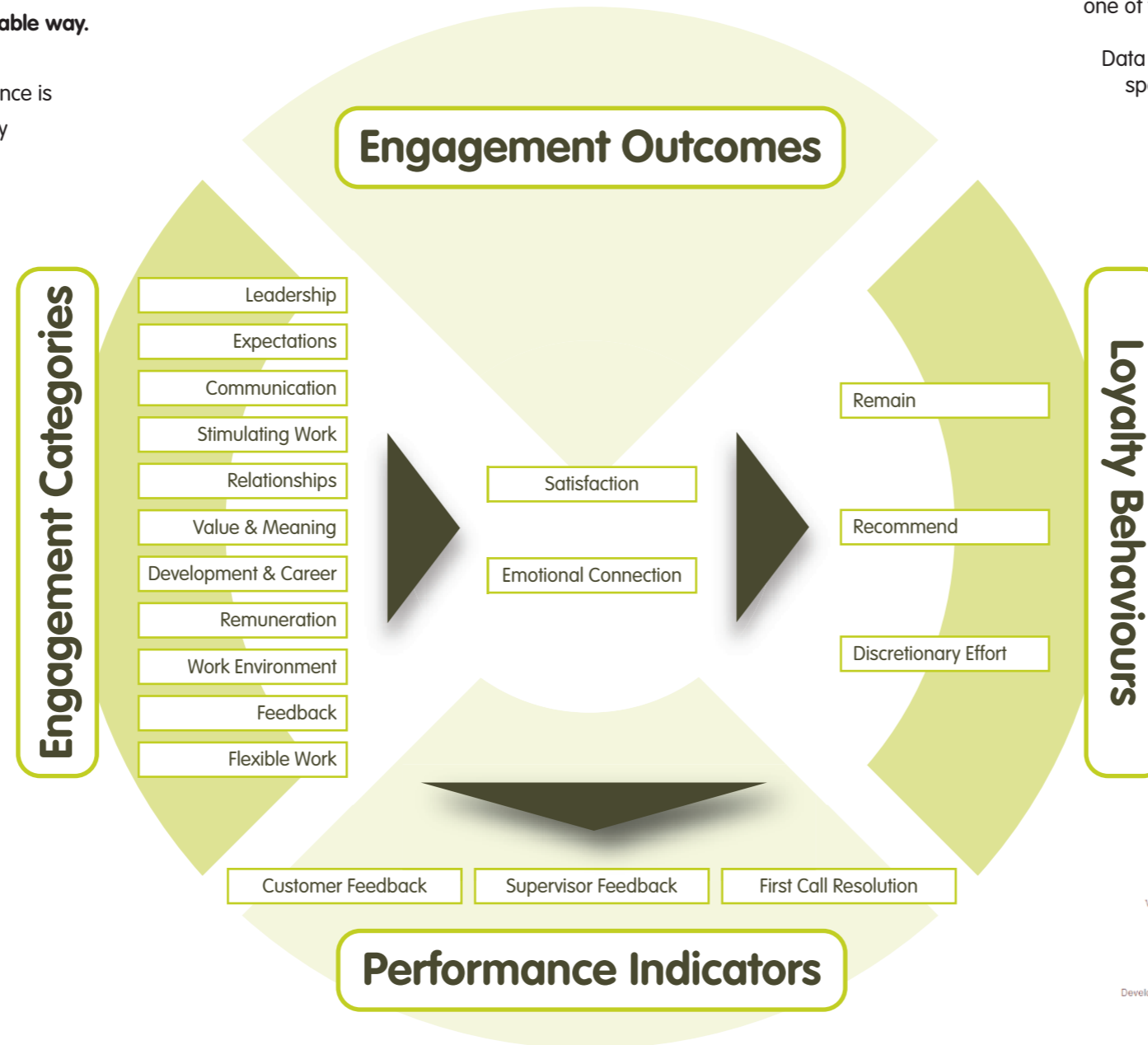
The potential to increase the engagement of this group of employees offers organisations the opportunity to significantly **increase customer satisfaction, advisor performance, and reduce attrition in a sustainable way.**

We believe that delivery of exceptional customer experience is dependent on the advisor and team leaders being highly engaged with the organisation they work for. Let's start with a definition of Employee Engagement:

Engagement is defined as an employee's emotional and psychological connection with their job, which influences their levels of loyalty and performance.

So what's the difference between a satisfied advisor and an engaged advisor? In a nutshell a satisfied advisor is comfortable, he or she will come to work, do what is asked of them and depart feeling content. Engaged employees are different:

- They **perform better** and are seen both others as role models.
- They **stay longer** and are emotionally connected to the company, the management, the brand, the products and services and culture.
- They are **passionate about delivering excellent customer experiences**. They speak of their work as a vocation not a job.
- They are **empowered** and need limited management.
- They can be from any socio economic background, religion, age, sex – engagement is about beliefs and values and how they are **aligned and integrated within the organisation**. This means that engaged advisors can be developed, it's not a **fortunate accident of birth!**



What is the Contact Centre Engagement Index (CCEI)?

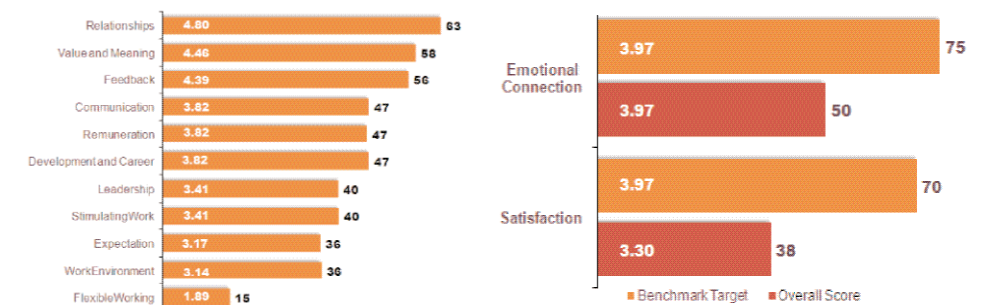
An underlying tenet of the CCEI is that the nature of contact centre work is very different to work in other business units of an organisation. The generic organisation-wide measures of the employee's experience often are not specific enough to reflect the unique type of emotional labour work performed in contact centres. As such, the CCEI is highly focused on aspects of a contact centre job as opposed to other types of work. The CCEI is the first measurement tool of its type in the contact centre industry and is predicted to become one of the most influential performance management tools for contact centres.

Data for the CCEI is captured using a web-based questionnaire that has been specifically designed for the contact centre industry and it:

1. Replaces the limited usefulness of the employee satisfaction which has been the industry's surrogate measure of the employee's experience.
2. Identifies systematically the level of engagement and loyalty of advisors and team leaders have with their job by combining both cognitive and emotional measures of a contact centre employee's experience.
3. Identifies the relationships between engagement, loyalty and performance.
4. Identifies local best practice and compares engagement and loyalty indices with industry peers.
5. Identifies and prioritises the "levers" and interventions that will have the greatest impact on improving engagement, loyalty and performance.

There are 25 engagement questions clustered into 11 categories that sum to an overall Engagement Index. Loyalty is assessed using 3 questions and the subsequently analysis of the results identifies the key levers that have the greatest impact on engagement, loyalty and performance as shown in the diagram to the left.

Employee Engagement Index



Employee Engagement Index*:

44/100

*Calculated based on the mean values of Work Engagement and Engagement Outcomes.