

# 5 key concepts that show how **Real Time Management** Impacts the Customer Experience



To know what happened during an interaction within the Contact Center after it is finished, does not allow Contact Center managers to act proactively in order to detect non conformities, but doing so in a reactive way, committing customer experience quality levels.

**Real Time Management** (RTM) has as focus manage all the interactions that occur in real time within the Contact Center and that can translate into elements that supports the improvement of the business operation. Nowadays there are many systems that offer information in real time, therefore, it is very important to have a team that reads the generated data by these systems so that that decision-making is supported by hard data. Equally, it is fundamental that we know the processes and Real Time Management indicators to have the optimization of our customer experience as the central axis.

Next, we will exhibit **5 key concepts that should be considered** to carry out an optimal Real Time Management strategy.

# Online Supervision



Through on-line supervision, we can have a tool to control the management of agents and identify items that help decision-making of a campaign or service. An essential part of this monitoring is the parameterization of all services to ensure that the objectives are met.

Here it is crucial to analyze record behavior – what is the records status and what kind of management is being done with the database? For campaigns, specifically Outbound, the behavior of the records is vital since the database is the heart of the operation. Having historical and real-time data is essential to define database strategies in order to make the most of them:

segmentation strategies by product, gender, age, type of person, location, on a socioeconomic level, etc. This way we will give better use to the database, reducing costs and ensuring the success of the campaigns. For inbound campaigns, Real Time Management is an **essential tool to guarantee customer experience levels and the required service speed**, with models that support the interaction with the customer and applying the supervision for multi-channel and omnichannel campaigns with on-line control strategies to ensure an excellent service.

# Agent Empowerment



Another key factor for Real Time Management success and customer experience improvement is **empowering service agents**. This in order to complement their daily activities with access tools and proper training always focused on the customer and the service offered. Agents must have online support that allows their supervisors to intervene once a mismanagement is identified. What guarantees that agents, apart from being empowered, have the precise information, are more agile and guarantee a good service? With all the tools in real time that the supervisor has in hand, it is necessary to coach during a

call and listen to the agents, generating action plans based on areas of opportunity to make the individual learning curve as fast as possible. Therefore offer them knowledge base tools that provide information for the customer and can integrate different business applications with the Contact Centre suite

Also, offer them tools of knowledge base that provide information to deliver to the client and can be integrated with the Suite of Contact Center business applications to streamline the provision of the service.



# IT Tools

## Monitoring and Operation Strategies

How does the operational tools within the Contact Center support productivity increments?

All starts with the supervisor's management, who have defined roles within the structure and coach the agents in a structured and continuous manner. One of the supervisor task is to be aware of how to improve the business KPI's through the ideal configuration of the markers. Here it is essential to take in account which marker configuration should be adjusted to the defined volume of agents to avoid not only high waiting time but also peaks of abandoned calls. It is also necessary detect in real time how incidents take place (non-effective contacts, voice mail calls, etc.) and set up the waiting time until reschedule a call for a comprehensive re-dialing strategy. Here, the controller (or the dialer) plays a fundamental role that is defining, on the go, the strategy to

achieve a better rate of effective calls and allow the team to focus on the conversation (sales, helpdesk, collections, etc.).

With these monitoring tools and operational strategies, we achieve the alignment between the team and the business focus and the people involved are in a permanent synergy: that the supervision team constantly understand and evaluate all the elements of the carried out strategies by the control team. It is crucial that there is a synergy between the controller and the operation as there cannot exist a strategy without taking in account the rules of the business, so that who is generating the operational strategy part have the sensibility on business needs and vice versa, with management alternatives for various services and/or campaigns (multiskill or blending).

## Communication of results

Obviously, during any improvement action, it is important to count with reports that show how the operation is going, identify and interpret results on the fly in order to assess the situation and know the following steps. You must designate a person to be aware that this follow-up do not get lost and compare the data hour-by-hour, day-by-day and week by week. It is vital to identify better performing teams and the agent's individual performance versus those who are not effective.

But, how can we make the most out of this information? Having a good management in real time will allow us to analyze the interactions historical and generate new trends every day. To be able to take in account this indicators regularly (in a daily, weekly, monthly and yearly basis) will offer us a global understanding of the operation behavior and will help generate action plans. In case there is a problem, we can use tools like multiskill or blending to avoid that the impact of the emergencies is not so devastating.



## The use of Real Time Management improves

Develop a Real Time Management model will help improve customer management through the standardization of the whole operation allowing you to generate greater value and satisfaction at every point of the interaction. In addition, this strategy of improvement helps optimize the efficiency and quality of the monitoring, by identifying the areas with weaknesses within the operation. Real Time Management allows access to technology and integrations that facilitate customer management, at the same time that offers the ability to control operative costs, offering permanent improvements to align the company in all its tasks and achieving business objectives.



## About Enghouse Interactive

Enghouse Interactive ([www.enghouseinteractive.com](http://www.enghouseinteractive.com)) delivers technology and expertise to maximize the value of every customer interaction. The company develops a comprehensive portfolio of customer interaction management solutions. Core technologies include contact center, attendant console, predictive outbound dialer, knowledge management, IVR and call recording solutions that support any telephony environment, on premise or in the cloud. Enghouse Interactive has thousands of customers worldwide, supported by a global network of partners and more than 800 dedicated staff across the company's international operations.

Enghouse Interactive is a subsidiary of Enghouse Systems Limited, a software and services company traded on the Toronto Stock Exchange (TSX) under the symbol "ENGH." Founded in 1984, Enghouse Systems is a consistently

profitable company, which has grown both organically and through the acquisition of well-regarded specialists including AndTek, Arc, CosmoCom, Datapulse, IAT, IT Sonix, Presence Technology, Reitek, Safeharbor, Syntellect, Telrex, Trio, Voxtron and Zeacom.



Presence Suite it's an  
**Enghouse Interactive** solution

Learn more at  
[www.presenceco.com/en](http://www.presenceco.com/en)

