How Real-Time Coaching Improves Agent Effectiveness

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Coaching is…

*Working **together** to help someone reach their **full potential**.*

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You tell your agent it's time for coaching

1

2

3

How do you want them to react?

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You tell your agent it's time for coaching

1

2

3

How do they actually react?

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Benefits of Real Time coaching

Advisor

- Engagement increases.

- Self awareness is increased.

- Skills are improved.

Team Leader

- Improved coaching skills.

- Improved communication skills.

- Improved job satisfaction.

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The many ways to coach an advisor

FACE TO FACE

SIDE BY SIDE

REMOTE LISTENING

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The many ways to coach an advisor

FACE TO FACE

SIDE BY SIDE

REMOTE LISTENING

Pro	Con
This is a direct approach.	The advisor could feel intimidated.
You can read the advisors facial expression and body language.	They could feel like they are being told off if the feedback being given is negative.

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The many ways to coach an advisor

FACE TO FACE

SIDE BY SIDE

REMOTE LISTENING

Pro	Con
The Team Leader can make this feel informal to put the advisor at ease. The Team Leader can get a good feel for how the advisor reacts to situations.	The advisor could feel intimidated. The advisor may be nervous and make mistakes because they feel watched.

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The many ways to coach an advisor

FACE TO FACE

SIDE BY SIDE

REMOTE LISTENING

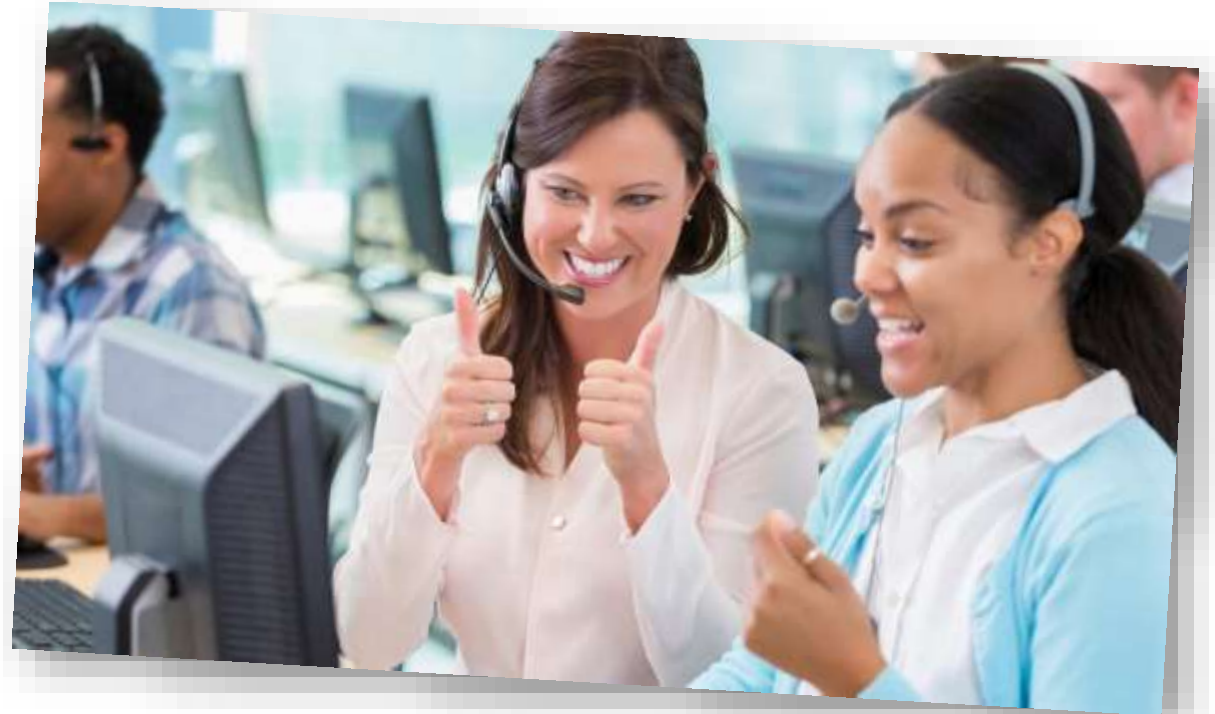| <u>Pro</u>	<u>Con</u>
You can listen to multiple calls one after the other. You can cherry pick the calls you listen to. Ideal for homeworkers.	You may focus on finding 'coaching opportunities', or negative parts of the calls.

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The many ways to coach an advisor

Con: hard to find useful calls.

Different coaching models

Goal
What do you want?

Reality
Where are you now?

Options
What could you do?

Will
What will you do?

Two Stars & a Wish

⭐
- I really like the way you …
- I really like how you …
- I noticed you …
- My favourite part was when …
- I think the best thing about it was …
- It was interesting how you…
- You grabbed my attention when …
- You should be proud of …

- If would be great if you…
- I think you might want to …
- I would recommend it if you…
- Next time maybe you could try …
- You can improve by…
- It would be even better if you…

Before you speak: THINK

T = Is it True?

H = Is it Helpful?

I = Is it Inspiring?

N = Is it Necessary?

K = Is it Kind?

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Different coaching models

Pro

Uses lots of open questions which makes the advisor take control of their self-improvement.

Con

The coach may rely too much on following this model than adjusting to suit the advisors needs.

Goal What do you want?

Reality Where are you now?

Options What could you do?

Will What will you do?

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Different coaching models

Pro

Direct feedback which forces the coach to look at the positives rather than negatives.

Con

Mostly uses statements, it doesn't use open questions. This limits the coaching opportunities.

Two Stars & a Wish

I really like the way you …
I really like how you …
I noticed you …
My favourite part was when …
I think the best thing about it was …
It was interesting how you…
You grabbed my attention when …
You should be proud of …

If would be great if you…
I think you might want to …
I would recommend it if you…
Next time maybe you could try …
You can improve by…
It would be even better if you…

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Different coaching models

Pro

Ensures the feedback you give is well thought out.

Con

Can be very limiting if this is the only model used.
Best used in conjunction with another one.

Before you speak:

THINK

T = Is it True?

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Case study

Customer Service Advisor
Britannia Rescue
Approx. 2003

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Technology can help!

- Quicker feedback.

- Better analytics.

- Wider variety of calls monitored.

- Targeted coaching.

- Better coaching journey for you and your agent.

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