

# How to Excel at Managing and Exceeding Customer Expectations

**We need to remember...**

**We built call centres to talk to  
Customers...**

**But we often forgot to listen...**



## Business focus in difficult times are often very similar...

**Focus on  
Core**

**Simplify  
operations**

**Drive  
Innovation**

**We need to be agile, positive and proactive in  
supporting change and driving growth**

The latest AI deployments have the power to significantly change the role of our agents, as we begin to realise the potential for digital journeys...

**Removing the  
mundane**

**Supercharging  
insight**

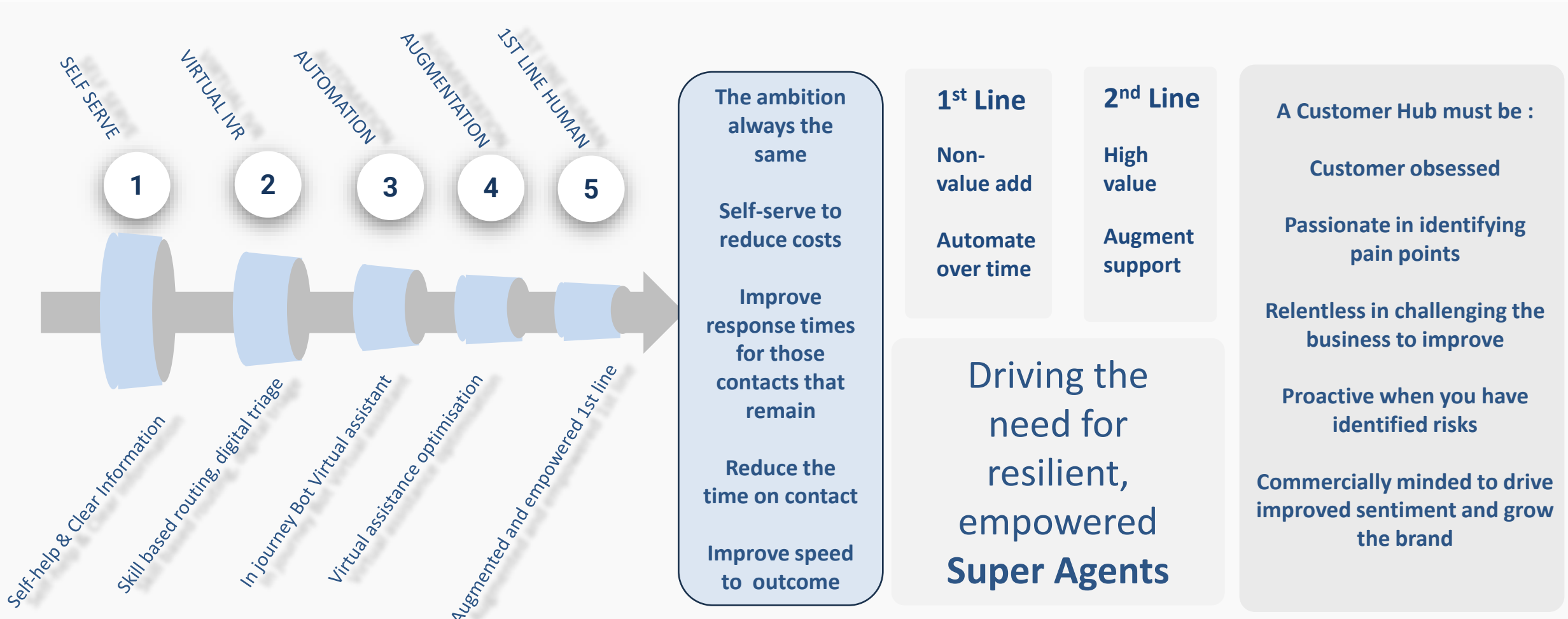
**Simplifying  
activities**

**We need to be positive, but pragmatic.**

**We need to be aware of & address the fear this may create**

# As digitally led customer journeys have evolved overtime...

Our colleagues have seen a shift from simpler contact, into a higher frequency of complex queries



Requiring us to develop a highly engaged, highly skilled workforce...

# How do you create engaging frameworks for your colleagues?...

They won't be the same for everyone and digital and AI solutions will change the focus

We know very few people 'choose' a career in Customer Operations

It is our responsibility as leaders to provide an environment to grow

**Clear career  
Pathways**

**Development  
programmes**

**Transferable  
Skills focus**



# What does this mean for our colleagues...

**Digital First  
Customers**

**Empowered  
Colleagues**

**Making 'Yes'  
Happen**

**We're accountable for creating an environment  
that will provide a platform for growth**

# Empowering our teams means providing...

**The right  
tools**

**The right  
information**

**The right  
framework**

**To ensure that they can deliver a personalised  
outcome *appropriate to the situation***





# How to create an empowering platform for your colleagues?...

Empowerment is not just saying you will listen to your colleagues

It is agreeing to place the customer conversation truly at the heart of the operation

Holding all areas of the business accountable for their actions.

**Be open**

**Be clear**

**Be realistic**

**Challenge  
yourselves**

**Ensure no  
surprises**

**Shows it's ok to  
challenge**

## Core requirements in a post digital environment include...

We need to re-energise our colleagues as the voice of the Customer in every business

To provide them with the skills, capability & capacity to prepare them, core to this be a focus on new core skills...

**Develop Emotional  
Intelligence**

**Upskill in resilience  
& empathy**

**Refresh  
negotiation skills**

**Upskill in your  
Project frameworks**

**Build a fully  
inclusive culture**

**Create a platform  
for ESG & CSR**

**We need to remember...**

**Creating Super Agents will help  
your organisation build loyalty  
and value for both Customers  
and Colleagues**



**We need to remember to look after our heart...**

**Your frontline teams are the  
heartbeat of your brand**

**Listen to them, engage them  
& empower them to grow**

