

# Advanced Coaching Strategies for Contact Centre Leaders

M.J. Johnson

AVP, Product Marketing

CallMiner



**“The way your employees feel is the way your customers will feel”**

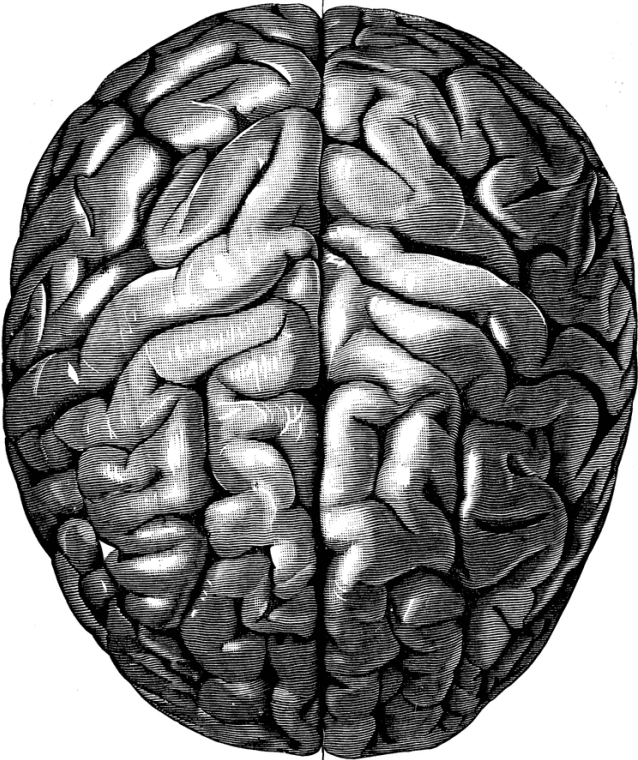
Sybil F. Stershic, *Taking Care of the People Who Matter Most: A Guide to Employee-Customer Care*

Only 15 % of  
employees across the  
world are engaged in  
their jobs

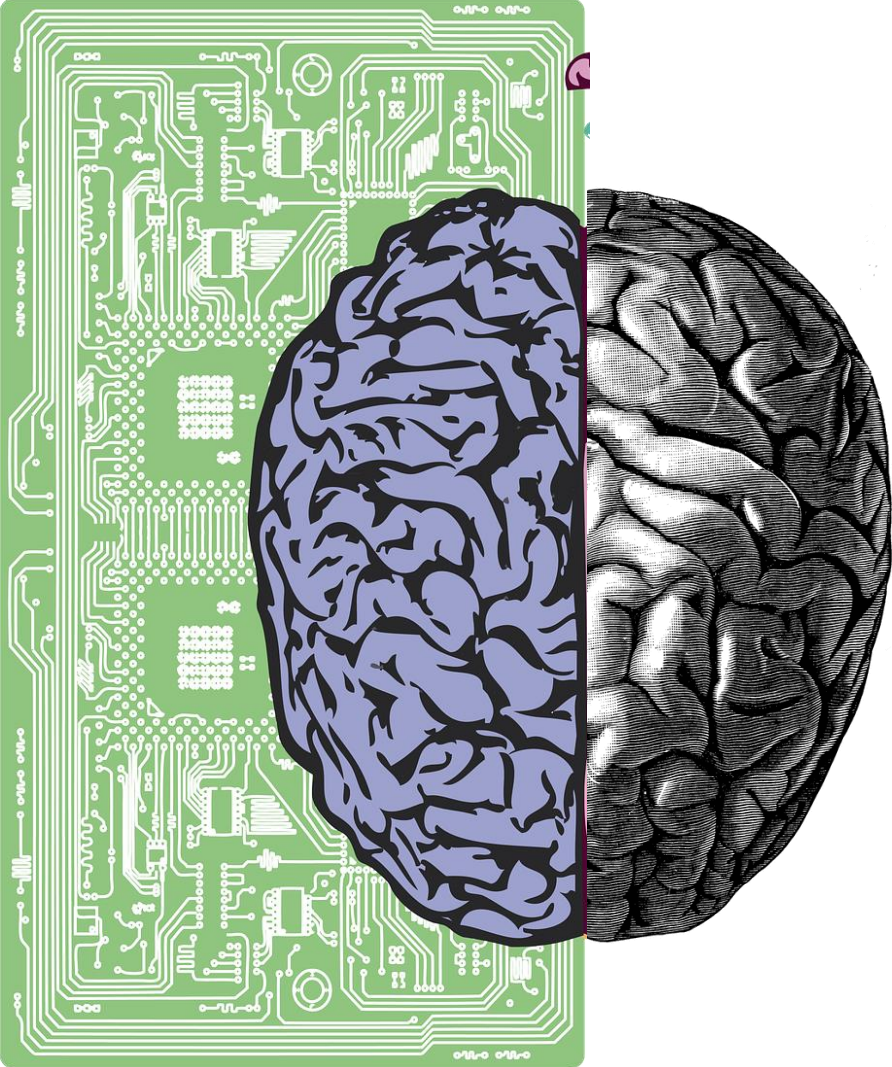
*Gallup Management Journal*  
Employee Engagement Index



# COACHING STRATEGIES IN 2025: A TALE OF TWO MINDS



# COACHING STRATEGIES IN 2025: A TALE OF TWO MINDS





**How do we  
successfully coach?**

*Keep it simple*

# How do we successfully coach?



## Does this sound familiar?

- Supervisors have “too much on their plate”
- There are not enough supervisors to coach every agent
- It's difficult to coach remote agents

## What's really going on?

- You may be over-complicating the coaching process!



70% of the variance  
in a team's  
performance is due  
to management

Sybil F. Stershic, *Taking Care of the People Who Matter  
Most: A Guide to Employee-Customer Care*







# Ending the Barriers to Coaching

The best coaching is made up of small bits of feedback over time that an agent can internalise and use for improvement.

Your top performers are looking for ways to move to the next level and may crave coaching even more than your lower performers.

Coaching is a critical management responsibility and should be embraced by everyone in the organisation.

The lack of senior role models can break any good coaching platform; remember that we learn how to coach by example.

Coaching is as simple as giving good, consistent feedback. Everyone can learn how to coach.

I know what is expected of me and my work quality

I have the resources and training to thrive in my job

I have the opportunity to do what I do best - every day

I frequently receive recognition, praise and constructive criticism

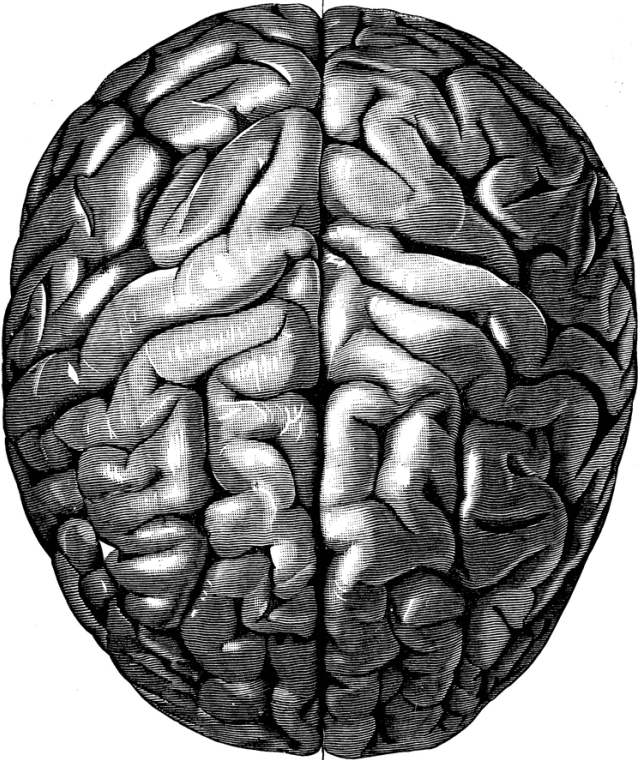
I trust my manager and believe they have my best interests in mind

My voice is heard and valued

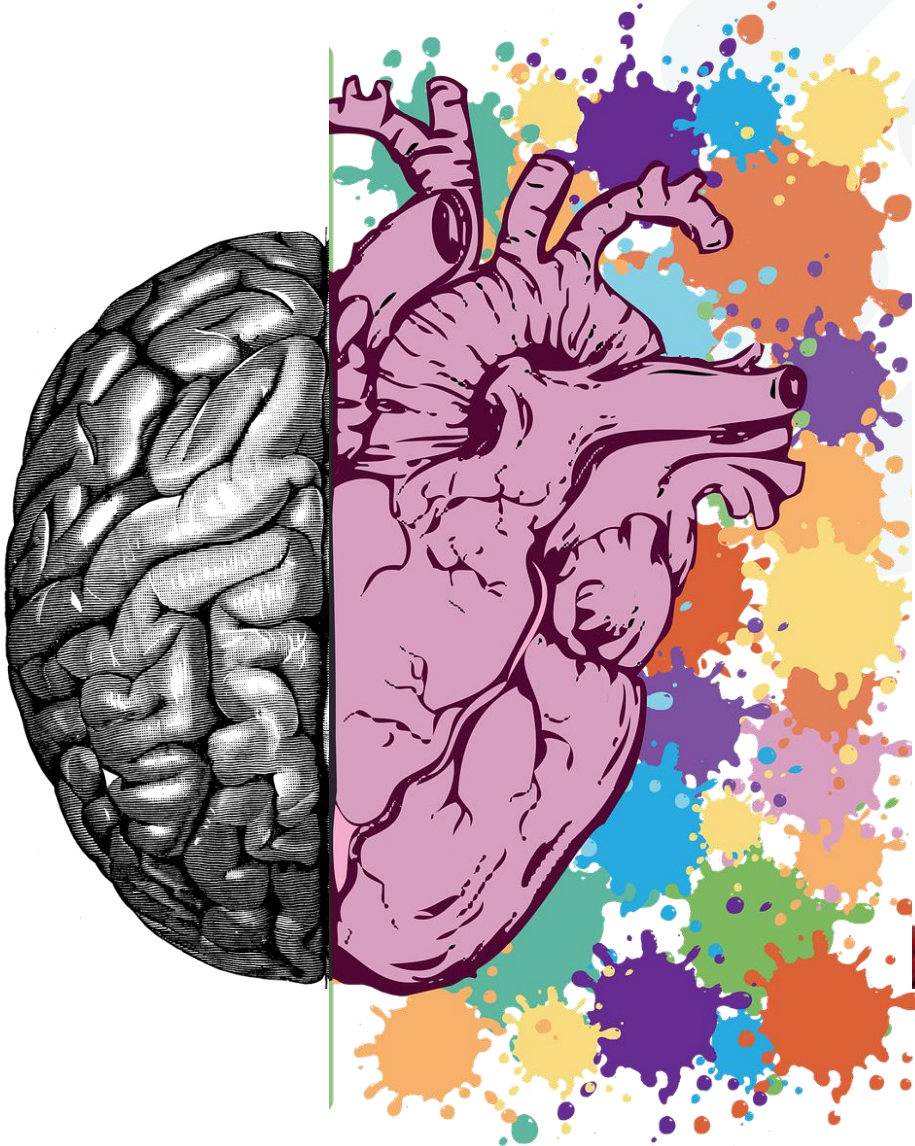
I clearly understand the mission and purpose and how I contribute to each

I have opportunities to learn and grow personally and professionally.

# COACHING STRATEGIES IN 2025: A TALE OF TWO MINDS



# COACHING STRATEGIES IN 2025: A TALE OF TWO MINDS



# Employee Wellbeing is Paramount



**91% of contact centre agents**

Experience anxiety and other mental health issues

**74% of contact centre agents**

Are at risk of burnout due to high emotional labour

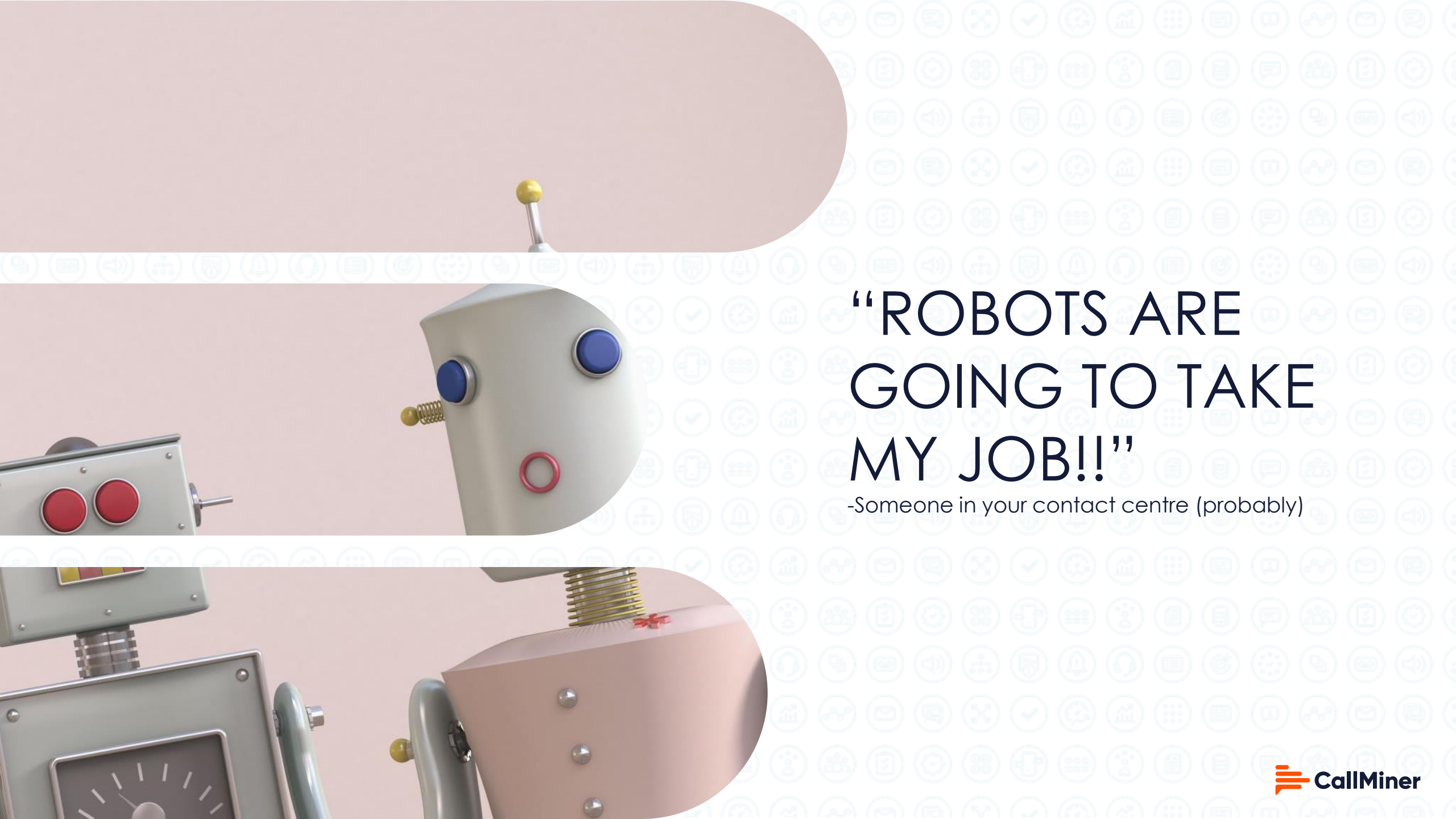
**43% of contact centre staff**

Are unhappy in their roles

**35% of contact centre staff**

Are considering leaving their jobs in the next 12 months





“ROBOTS ARE  
GOING TO TAKE  
MY JOB!!”

-Someone in your contact centre (probably)



“AI will not make us obsolete, but it will make us  
superhuman.”

- *Professor Max Tegmark, Physicist, Machine Learning Researcher, and Author*

“AI will not replace jobs, but it will change the nature of  
work.”

- *Kai-Fu Lee, President of Sinovation Venture's AI Institute*



# The AI Explosion

---

**87%**

Believe implementing GenAI is a key strategy for their customer service and CX teams

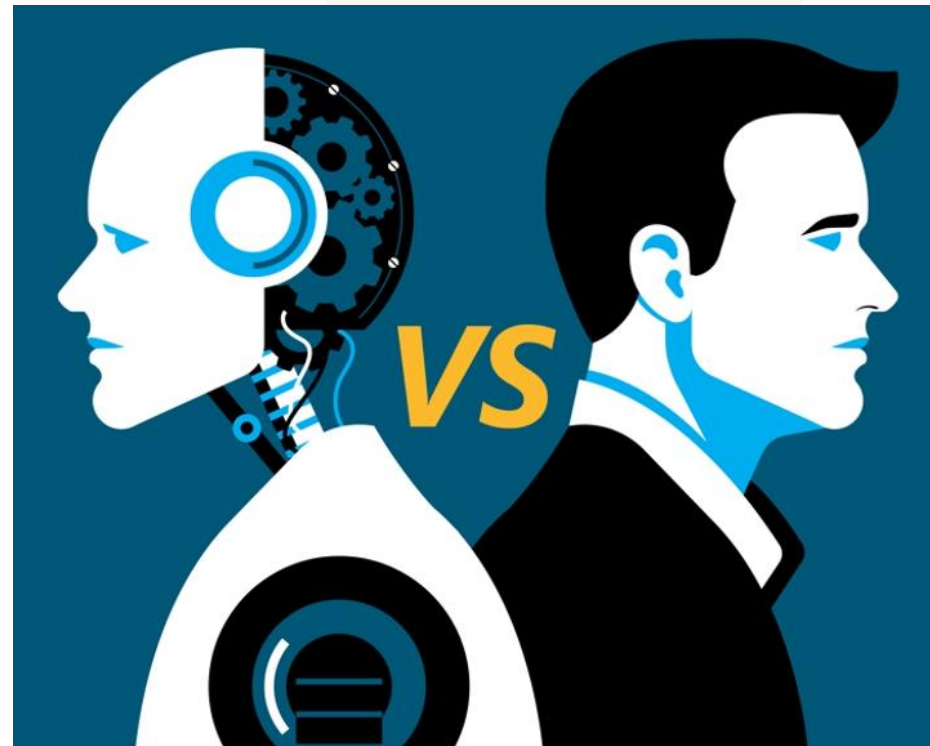
**62%**

Have at least partially implemented AI technologies and are using it to some extent





- Based on algorithms and data
- Lacks true understanding
- Does not have emotional intelligence
- Suited for specific, well-defined tasks

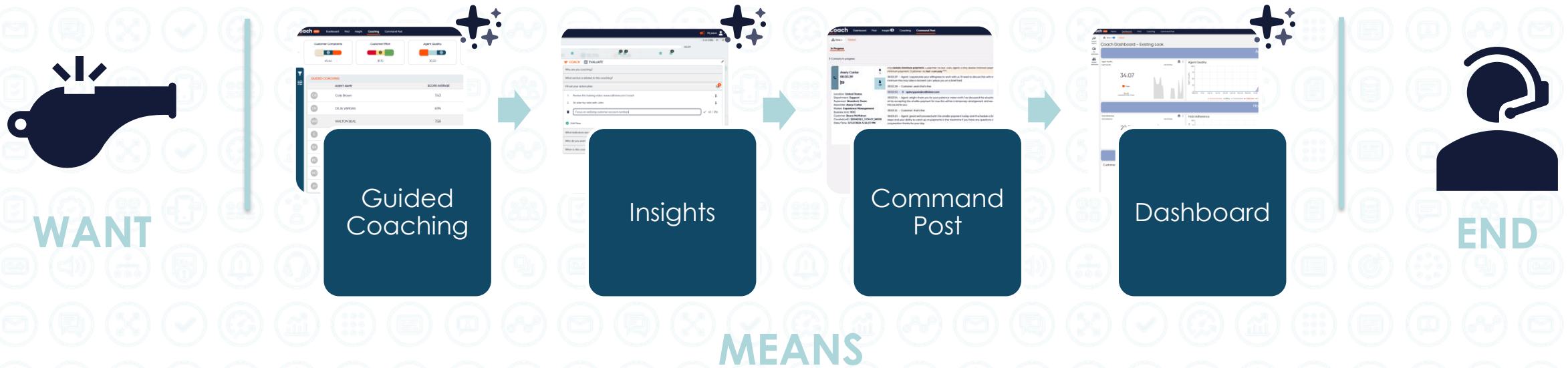


- Possess inherent consciousness
- Understand rationality behind decisions
- Have emotional intelligence
- Able to adapt to complex situations in a nuanced way

***Stop Treating your Agents Like a MEANS to an END!***



# Coaching Workflow: *Supervisor*



## **AI is growing as a fundamental part of your organisation.**

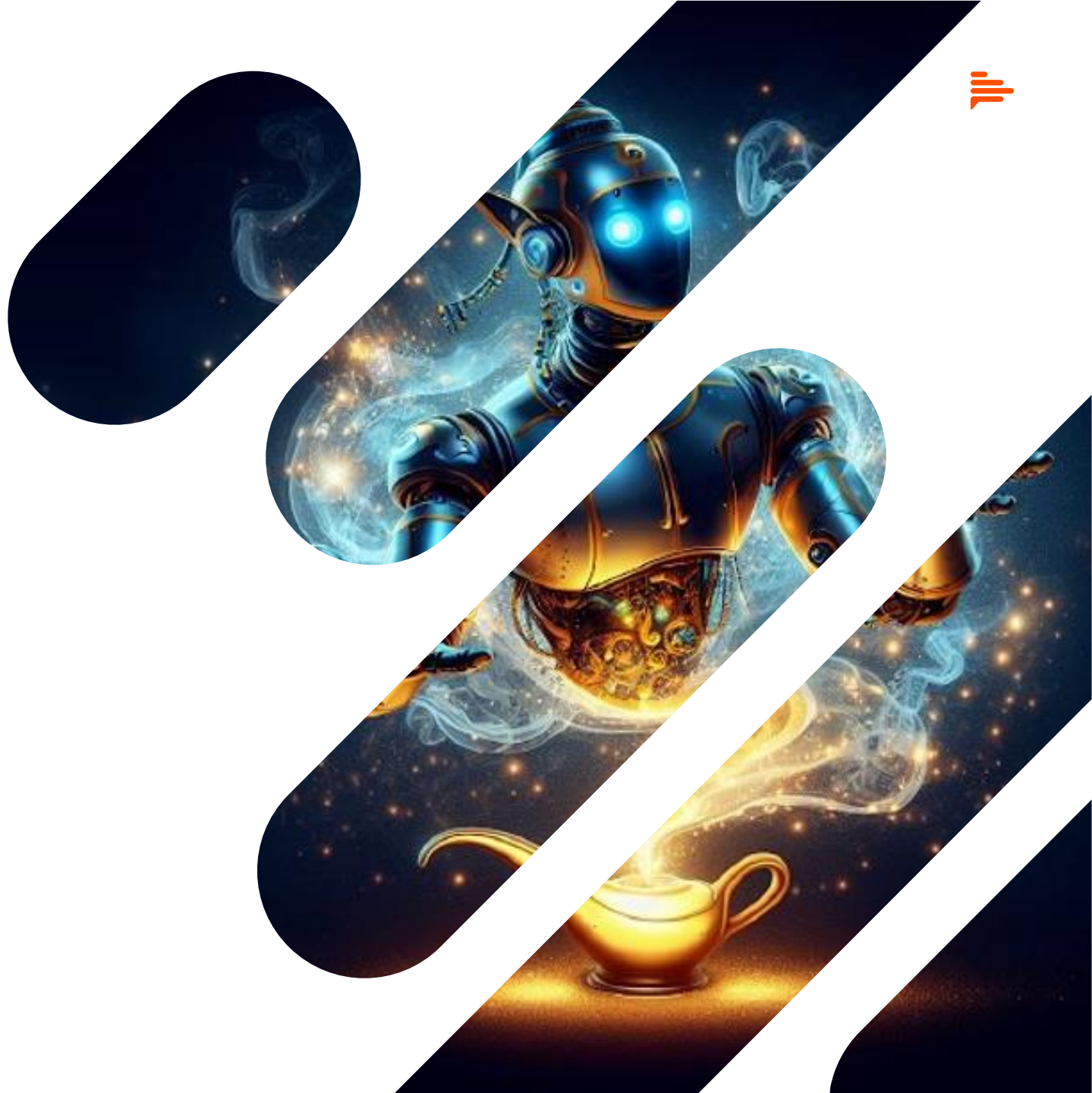
Embracing how AI can integrate within your workforce will help your teams be more effective.

## **Employee wellbeing is a serious issue. Approach it proactively.**

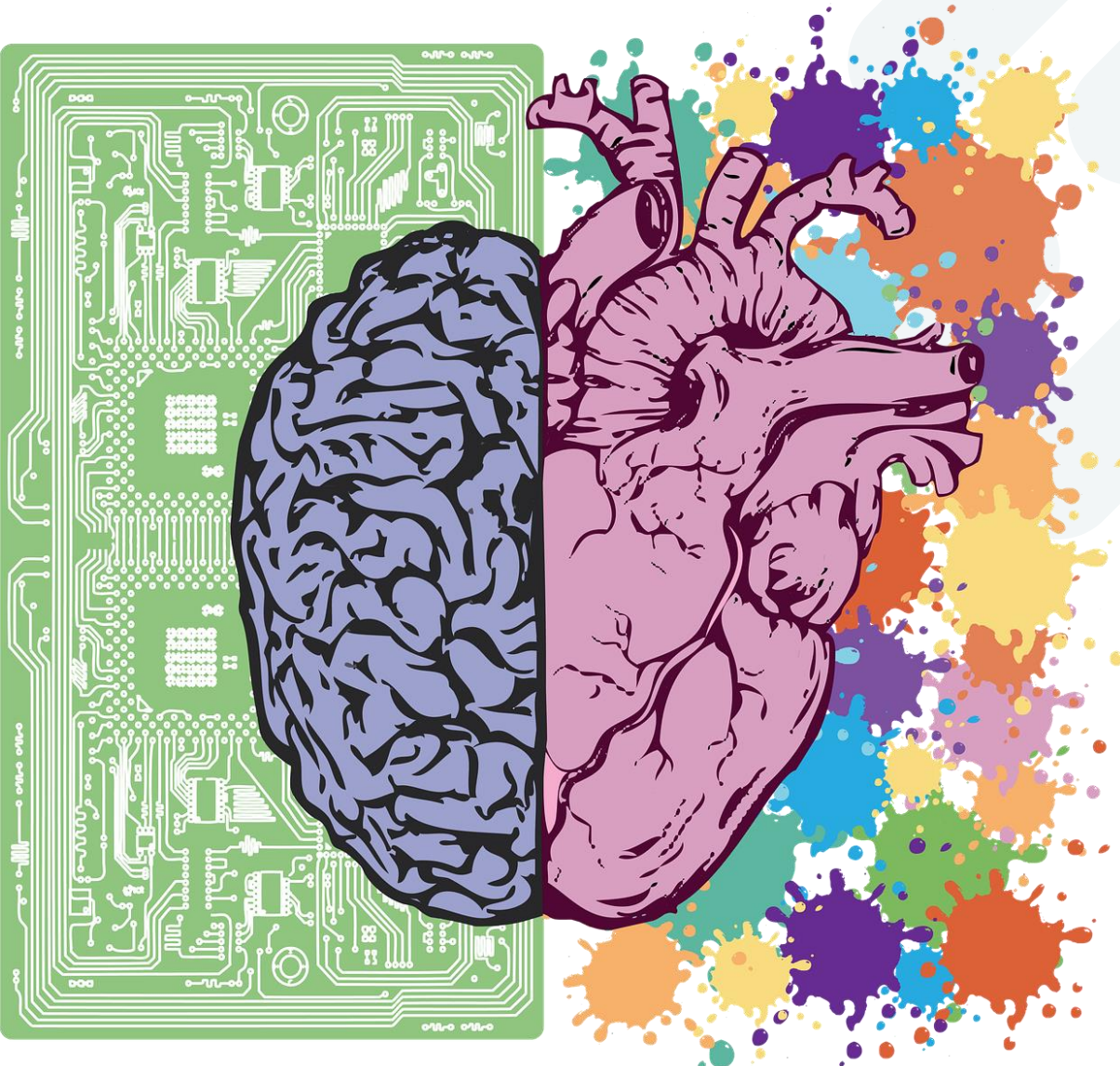
Contact centre employees are at high risk of burnout and job abandonment.

## **Putting people first helps us to treat our workforce as humans; not machines.**

The agent employee is the end, not the means! Treat them with the respect they deserve and find ways to meet their needs – your customers will thank you!



# COACHING STRATEGIES IN 2025: A TALE OF TWO MINDS



# Advanced Coaching Strategies for Contact Centre Leaders

M.J. Johnson

AVP, Product Marketing

CallMiner