

Get Ready – Remote/Hybrid Contact Centres Are Here to Stay

Today's workers and contact centre agents are accustomed to the schedule flexibility, time savings and better work-life balance 2020's abrupt, massive shift to work-from-home (WFH) afforded them.



1 In 3 Agents Are Considering Leaving Within A Year

96%
Agents Feeling Acutely Stressed At Least Once Per Week

65%
Of Agents Are Working Remote Part-Or Full-time

1 In 3 Agents Say Their Biggest Challenge Is Too Many Calls



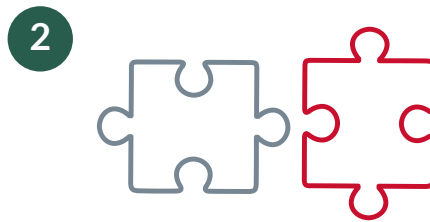
Contact centres now need to give employees the option to work remotely if they want to attract and retain top talent. But that shift won't be easy without the right, holistic approach that can overcome these seven complexity concerns.

7 KEY REMOTE/HYBRID CONTACT CENTRE COMPLEXITY CONCERNS



RECRUITMENT & RETENTION

With an abundant number of contact centre jobs available at any given time, competing effectively for top talent requires new strategies and tactics. And keeping the employees you do land is harder than ever as a never-ending stream of different job opportunities – perhaps offering even better pay and more flexible work environments – seek to lure them away.



EMPLOYEE ONBOARDING

Once hired, HR takes on the task of imbuing the corporate culture – mission, values, brand, expectations – into remote workers who don't have the opportunity to interact in-person with colleagues every day, if at all.



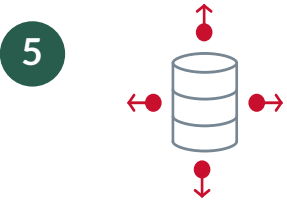
COACHING & PERFORMANCE MANAGEMENT

Contact centre managers need to revamp their coaching approach, replacing physical observation and precisely timed face-to-face interactions with modern, digital tools and best practises/processes geared to the performance management needs of a remote workforce.



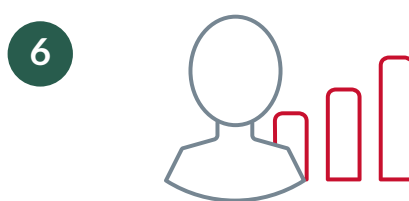
DATA SILOS & BLACK HOLES

Many contact centres still suffer from disconnected customer data stored across multiple systems, making relevant, up-to-date information largely unavailable to the customer-facing employees who need it – a problem that only intensifies when employees work remotely.



OMNI-CHANNEL EXPANSION

From savvy online shoppers to brick-and-mortar consumers who now adeptly use online tools to interact with a brand, the expectations all customers have for a fast, seamless digital experience on every channel are higher than ever.



BUYER BELIEFS & BEHAVIORS

Brand loyalty formulas have changed, with most consumers valuing a brand's product availability, responsiveness and resilience more than ever before.



COMPETITIVE INTELLIGENCE

All workers – but particularly remote ones – have to be adequately educated and armed with the brand knowledge, defence strategies and tribal knowledge they need to combat the new competitors sure to emerge and aggressively target customers.



Don't let these challenges complicate your remote/hybrid contact center adaptation – read our new “Health of the Contact Centre 2021: Agent Wellbeing & the Great Resignation” report to learn the best ways to overcome them.

