

Your guide to improving the top 5 Call Centers' KPIs

NOTE: This infographic about call center KPIs is focused on inbound call centers

1. AHT Average Handle Time

1.1. Fast devices and good internet connection

This should be a priority in every call center - infrastructures must not affect performance or customers.

1.2. Intuitive and unified platform for agents

Obsolete, confusing platforms with diffuse information make everything harder for agents. If all the information is properly accessible and easily consulted, everything goes smoother and faster.

1.3. Solid training

Agents must have a deep knowledge of what they are talking about. If the training is good, the agents' responses will be quick and convenient. Bear in mind that struggling with the client's doubts is normal at the beginning.

1.4. Up to date and user-friendly Support Portal

Many customer questions can be answered in a FAQ, knowledge base, or support portal. Redirecting customers to a webpage with the information they need is time-saving for both parties.

1.5. Intelligent Routing

This feature understands the customer inquiry thanks to artificial intelligence. It queues and routes the inquiry to the right agent or service, based on a set of rules. By implementing this in a call center, AHT reduces, and customer satisfaction increases because it's no longer necessary to be transferred or on hold.

2. FCR First Call Resolution

2.1. Intuitive and advanced Call Center software

To improve FCR agents must have access to all the information and context about the customer, and tools to resolve the issue. Agent routing capabilities, artificial intelligence, and automation are all very useful to enhance every call flow and assure higher FCR.

2.2. Centralized Information

Flipping between platforms or call transference should be avoided. Agents must have a handy system that displays transversal services, like billing and technical support, without facing roadblocks.

2.3. Identification of customer journeys and call routing

Common doubts and customer queries must be considered to predict the customer's next steps. Call routing delivers each issue to the right agent.

3. NPS Net Promoter Score

3.4. Be reachable!

Clients appreciate when they can be assisted in the chats they use daily. Using Facebook and WhatsApp as customer service channels is highly valorized by customers. For more info, check this article: [How social media supports CX](#).

3.3. How about training?

Highly trained agents represent the best of your company and provide the best assistance.

3.2. Learn with every score

Promoters' feedback is as valuable as detractors and passives. Mapping where the strong points and the weak ones are can be a good start to draw a strategy for NPS improvement.

3.1. Considerer your AHT and FCR

Customers like their issues to be resolved in a timely manner, and high AHT or low FCR can be a culprit of low NPS.

4. NBA Next Best Action

In the call center system interface, the agent has access to the customer info and context. Consequently, agents can check the client's past behavior, recent actions, interests, and desires. NBA should cross the individual profile with the organization's marketing goals to identify the most effective and successful action.

Implementation and measurement of NBA require, above all, a data-oriented approach. To create an NBA strategy, it's necessary to address the company's goals, typify the customer's profile and plan the next best action for each case. NBA should be tailored to the customer's personas and profile.

Intelligent software can predict the path to purchase and identify the next

best step to do. A set of possible NBAs are suggested to the agent, and he/she must choose the most adequate to deliver an individualized NBA.

To implement such a strategy, it's necessary to go beyond Contact Center Software. Each company has different objectives, and an NBA process may require actions that are not in the standard contact center software features and require professional services.

5.1. IVR is important

Accurate, accessible, and empathetic messages reduce abandonment.

5.2. Staff levels

Long waiting time is the main reason for customers' call abandonment. Some call centers experience piques of activity in specific periods of the year. Marketing campaigns can increase the number of calls. Call center management must be prepared to adapt the number of agents for those periods and forecast needs.

5. Abandon Rate

How Collab can help you

Contact Center Software can keep you up to date by tracking in real time the activities of the call center and displaying hundreds of KPIs tailored to your needs. Also, some KPIs for call centers require professional services to be set. For more information on KPIs measurement and implementation, feel free to reach out to our team at marketing@collab.com. We're happy to help!