



K U R A



Inisoft

The Voice of the Agent is Loud – Leaders are you Listening?

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We live in a 24/7 world, always on, always communicating, always consuming, looking for interaction to support our lifestyles, our careers and our desires for the future. In our connected world, we expect and anticipate instant gratification from friends, colleagues and the businesses we engage with.

So why would customers expect anything less when they talk to our frontline employees every day? More than 1 million people in the UK and Ireland are responsible for delivering customer service across brands big and small, private sector and public sector, on behalf of clients, along with a growing cohort of homeworkers.

CCA has been working to better understand what it's like to be a customer service advisor today and what might it look like tomorrow. With Kura and Inisoft as one of our partners, we have been directly surveying those whose job it is to talk to customers and those who are responsible for managing those teams. And, we've had some interesting results so far.

A confident workforce

Knowing you are good at your job makes you feel good about doing it.



- **92%** of team leaders surveyed strongly agreed or slightly agreed that they have the correct skills to do their job well.
- **86%** of agents strongly agreed or slightly agreed that they had the correct skills to do their job well.

In addition, most people surveyed felt their skills were being used well:

- **74%** of team leaders strongly agreed or slightly agreed that their job makes good use of their skills and abilities.
- **56%** of agents strongly agreed or slightly agreed that their job makes good use of their skills and abilities



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A work in progress....

Whilst there are some real positives to be taken from the results so far, we cannot view these in isolation.

- Only, **53%** of team leaders strongly agreed or slightly agreed that they receive regular training and development to support them as team leader.
- **34%** of agents don't feel valued as an employee.
- And from a senior executive's point of view, **64%** strongly agree or slightly agree that more could be done to understand employee feedback.

Often our processes and businesses are set up for a 20th century environment that is just not aligned with today's expectations and demands. But we do have an amazing opportunity at our fingertips if we can understand how to unlock that capability to better serve our customers. With a relatively young and well-educated workforce – millennials and the beginnings of Gen Z – collaboration and different ways of working is important to them. What do their likes and dislikes tell us about what changes we need to make?

The desire to do a good job

When asked what they liked most about their work both agents and team leaders reported factors relating to the intrinsic motivation of a job well done rather than any particular perks:

Top 3 factors for team leaders were:

1. **81%** reported achieving good performance with their team.
2. **79%** reported helping and encouraging their team to do the best job they can.
3. **78%** reported leading a team.

Top 3 factors for agents were:

1. **79%** reported being part of a team.
2. **63%** reported helping customers.
3. **58%** reported achieving good performance.



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But here is what's frustrating....

The Top 3 issues for agents were:

1. **51%** of agents reported too much focus on meeting targets.
2. **46%** of agents reported it not being understood or appreciated that the job can be challenging at times.
3. **41%** of agents



The Top 3 issues for team leaders were:

1. **45%** of team leaders reported when they have to reschedule team briefings/other team activities if things are busy.
2. **42%** of team leaders reported using outdated technology.
3. **39%** of team leaders reported it not being understood or appreciated that the job can be challenging at times.



The issues around outdated technology were also picked up by the executives surveyed as only **28%** of them reported that they felt they were well equipped to meet future digital capabilities and expectations.

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Summary Conclusion

For future success leaders need to better understand the dynamics of what is important to their teams and colleagues. Ensuring employees feel properly equipped and supported in their roles creates the right culture for engagement and motivation to succeed. Listening to, and more importantly taking action on feedback is critical for advisors to feel valued.

Senior execs should be visible and take the time to properly understand that today's customer service role is a challenging one that requires a complicated skill set of problem solving and empathy in a fast-paced, multi-channel environment.

From the survey, **26%** of executives reported that members of the board and senior management from their company did not often spend time in the contact centre listening to calls and speaking to employees and that a further **15%** reported that this did not happen at all.

Many businesses are missing out on vital insight, knowledge and opportunities to improve by not understanding that the answers to many of the problems they are facing are in plain sight. Some of the most effective and often simplest transformations can be uncovered by talking to the right people in your business. Take the time to talk to those talking to customers to unlock what our future service offering might look like.

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About Kura and Inisoft

Kura provides award-winning outsourced contact centre services from its four locations across the UK. We're in business because we want to help people to develop and reach their full potential. We're building a culture that shifts the mind-set from focusing on "things and stuff" to "people and their behaviour."

We call this process "Crossing the Bridge." Our vision is, to one day, be recognised as "Unrivalled in Developing People." Our software subsidiary, Inisoft, develops contact centre solutions which are sold globally and used by many leading brands. Our core products Syntelate and Syntelate XA were designed specifically with the agent in mind. Syntelate is our award-winning unified agent desktop used broadly with Avaya POM.

Syntelate XA is our omni-channel customer engagement suite that allows your agents to handle calls, emails, web chats, SMS messages, and social media interactions – all from the same easy to use interface. We're backed by a number of partners across the globe; this means when you select us as your provider, you'll have cutting-edge technology at your fingertips. Our unique proposition of combining great people with technology enables us to produce spectacular results for our clients. With a wealth of experience, our customers range from SME to Multinationals.

To find out more: please visit www.wearekura.com or www.inisoft.com

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About CCA Global

CCA is the leading independent authority on contact centre strategies and operations.

Over **900** organisations currently subscribe to CCA services. This equates to a network of over **5,000** senior practitioners, employing between **35%-45%** of the contact centre population in the UK.

Around **20%-25%** of people working in a contact centre in the UK are working in a centre accredited with CCA Global Standard©.

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