

# NATIONAL ASSOCIATION OF CALL CENTERS IN QUEUE

## VOLUME 15, ISSUE 5



Welcome to the May 2020 NACC In Queue newsletter!

### Good Effort - Keep It Up!

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We are pleased to once again have as this month's lead article/infographic another original submission from NACC member Mark Pereira, Trainer/On-Site Supervisor at Briljent LLC. We truly appreciate Mark's support of this newsletter and encourage other NACC members to contribute their articles and stories to In Queue. Mark's association with the NACC led to him being interviewed by, and quoted in, The Wall Street Journal last month. You can read his comments in the April 24, 2020 issue. I think that's what you'd call a feather in anyone's career cap! Mark can be reached at [mpereira@briljent.com](mailto:mpereira@briljent.com) ~ Editor

By Mark Pereira

## GOOD EFFORT - KEEP IT UP!

Sometimes taken for granted or forgotten while doing our best to meet service level agreements (SLAs) to sales quotas, we leave out those individuals efforts that helped us meet those goals.

I'm a believer in, "what gets rewarded gets repeated."

You may feel that we may not have the money for a high-end employee recognition program, but what about implementing something that's cost-efficient such as:



### RECOGNITION CERTIFICATES

Design certificates that are signed by your leadership team, designed by a free site such as Canva and printed using a color printer.



### STARS

We had a QA analyst who asked my wife to create stars, and every time an agent got a 100% on a QA, he or she received a star. The color of the star changed by the month.

This was something I brought to my call center from a call center I previously worked in.



### PEER RECOGNITION

We created these small cards where employees could write something to praise another agent or the leadership team for assisting him or her on a task or something in general, and these we placed on a wall.



### CUSTOMER FEEDBACK

If an agent received positive feedback, an email was sent to the call center, the feedback was later placed on the recognition wall for others to see.

**EMPLOYEE RECOGNITION  
RANKED NUMBER ONE  
FOR EMPLOYEE  
SATISFACTION**

**EMPLOYEE  
RECOGNITION  
=  
EMPLOYEE  
ENGAGEMENT**

### In This Issue...

- Good Work - Keep It Up
- Ghostbusters!
- Remote Work Guidelines
- Call Center Comics

### Pearls Of Wisdom

"The only people with whom you should try to even are those who have helped you."

~ John E. Southard

### Reports From NACC

NACC has been burning the midnight oil and typ until our fingers are sore to bring out reports to o members. Each is listed below. If you are interes to see what we are writing about, click on the link below and download the executive summary of e If you like what you see, join the NACC so that y can view these reports and others that will be co out soon on our website. These reports will ensu that you know the latest trends in the industry.

- [Research Note: Pushing The Artificial Intelligence \(AI\) Envelope: October 2019](#)
- [Research Note: Aspect Software Enters Merger Agreement with Vector Capital: Jan 2019](#)
- [U.S. Contact Center 2019 Four Important Trends To Watch: December 2018](#)
- [Research Note: Verint Announces Intelli Virtual Assistant and Chatbot-Driven Self-Service Capabilities: March 2018](#)
- [Research Note: The Return of Industry Employment Data Third Quarter 2017 Reveals Strong Industry Growth: February 2018](#)
- [Research Note: NICE Introduces CXone Fully Integrated Open Cloud Contact Center Platform: August 2017](#)
- [Research Note: Verint Introduces Knowledge Management Professional Knowledge Management for the Masses: July 2017](#)
- [NICE Introduces Nexidia Analytics: Omnichannel Analytics For The Contact Center: January 2017](#)
- [Text Analytics Market Update: April 2016](#)
- [HireIQ Candidate Optimizer Disrupts The Status Quo, Powers Revolution In Customer Service Human Capital Management: May, Verint Jumps Into The Gamification Game April 2015](#)
- [Research Update - Strong 4th Quarter Year Of Growth For The 2014 U.S. Contact Center Industry Employment: March 2015](#)
- [Geo-Fencing: Expanding The Contact Center Boundaries?: November 2014](#)
- [Neural Phonetic Speech Analytics: The Brains behind Nexidia Interactions Analytics 11.0: July 2014](#)
- [Nexidia Pushes Speech Analytics Envelope with Nexidia Interaction Analytics 11.0: July 2014](#)
- [The Time is Now: Workforce Optimization Becomes Reality for the Small-to-Medium-Sized Contact Center: July 2013](#)
- [Finding the Silver Lining in the Contact Center Cloud: May 2013](#)
- [The At-Home Agent Movement - A Benchmark Quantitative Analysis: January 2013](#)
- [State of the Call Center Industry Report 2nd Quarter 2012 Data](#)
- [State of the Call Center Industry Report Quarter 2012 Data](#)
- [Contact Center Mobility Study: May 2011](#)
- [State of the Call Center Industry Report Quarter 2011 Data](#)
- [State of the Call Center Industry Report 3rd Quarter 2011 Data](#)
- [State of the Call Center Industry Report 2nd Quarter 2011 Data](#)
- [State of the Call Center Industry Report Quarter 2011 Data](#)

**By International Customer Management Institute (ICMI) report**

# THANKYOU

We created small handwritten cards, where we thanked our agents for their hard work. Also, personalized handwritten birthday cards to work anniversary cards.



**REPORT OR SCORECARDS**

I prefer doing these weekly, but twice a month is good as well. Don't just include your agent's stats but feedback on how they're doing, feedback for improvement, or any other constructive feedback to help their continuous growth.



**GOOD JOB!**

I've noticed that some folks are not very keen on public appreciation, but pulling a person aside to have a quick positive conversation helps make a person's day.



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**TRAINING REQUESTS**

If an agent or group of agents feels that a specific area needs clarification using training, then the material will be created and sent out to the call center. If an agent-assists with material gathering or identifying the issue, to help create the content - be sure to recognize the individual for their contribution.

- [State of the Call Center Industry Report Quarter 2010 Data](#)
- [State of the Call Center Industry Report 3rd Quarter 2010 Data](#)
- [State of the Call Center Industry Report 2nd Quarter 2010 Data](#)
- [State of the Call Center Industry Report Quarter 2010 Data](#)
- [State of the Call Center Industry Report Quarter 2009 Data](#)
- [State of the Call Center Industry Report 3rd Quarter 2009 Data](#)
- [State of the Call Center Industry Report 2nd Quarter 2009 Data](#)
- [State of the Call Center Industry Report Quarter 2009 Data](#)
- [North American Contact Center Industry 2008-2009: The Year in Review and a Look Ahead](#)
- [State of the Call Center Industry Report Quarter 2008 Data](#)

**Verint Engage Goes Virtual. Call Off The Ghostbusters!**

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Verint's customer conference, Engage, is one of my favorite events of the year. I've attended it for many years and have had the opportunity to speak at this conference each year I've been invited to attend. I've met some really interesting people, made many friends, and I always learn something from the other attendees at Verint Engage. If you've ever been to Engage, you know what a terrific event it is.

This year's Engage customer conference was scheduled to be held May 18 to 24 at the Loews Anatole Hotel in Dallas, Texas. Once again, I was invited to attend and speak at the event and I agreed to be there under one condition – that Verint promised to get me the least haunted room in the hotel.

Back in the late 1990s the annual Call Center trade show was held in Dallas year after year. The venue for the event each year was the Infomart – a seven-story building that served primarily as a trade show location. The Infomart was designed after the Crystal Palace, which was a building erected in 1851 in Hyde Park, England, to house the Great Exhibition of 1851. The Infomart still stands today but it was sold in 2006 and now houses the offices of about 110 technology companies.

Across the Stemmons Freeway from the Infomart is the Anatole Hotel, which is where I stayed each year while attending the Call Center show. On one of my stays in the late 1990s, I was awakened one night by one of those feelings that you get when something just doesn't seem right. When I opened my eyes to the dark hotel room, I saw what I can only describe as an apparition. It was the figure of a woman dressed in what is best described as late 19th century attire. She was wearing a very broad-brimmed hat and what seemed to be a pastel colored dress. My first thought was it was probably just the hat rack in the room I was looking at, then I realized there was no hat rack in the room. I turned on the light and, of course, there was nothing there, but I've never forgotten the experience.

So, that experience was the first thing I thought of when the folks at Verint told me that Engage 2020 would be at the Anatole, but before my guaranteed ghost-free room at the Anatole could be confirmed, the COVID-19 pandemic hit. Rather than cancel the event, Verint decided to take it virtual and I was still invited to speak. Not only is Engage virtually carrying on, everyone is invited!

[Virtual Engage](#) will be held on May 20 – 21 and I will still be participating as a speaker. For more information on the event, or to register for this no-charge conference, go [here](#). Even if we can't all get together this year, it will still be a fun, informative event. I look forward to virtually seeing you there!



**Going Remote? Do It Right**

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The changes wrought by Covid-19 on the business environment will continue to be felt long after the virus is finally gone. Take the new world order known as "work from home" and the effect it has had on the contact center. Suddenly, the imperative of having your agents in one room is no longer looking as mandatory as it once was.

Let's say you're a convert and ready to transition some or all of your seats to a remote contact center. Great!

Where do you start? What will your agents need?

- 1) A proven UCaaS solution with a connector into a CCaaS
- 2) A quality internet connection
- 3) A quality headset
- 4) A secure connectivity into your software database

(Businesses also need to consider a simple software defined network (SDWAN) solution to provide affordable redundant connections, but we'll save the rabbit hole for another time.)

Most people get hung up at number 1.

The process of choosing a UCaaS or CCaaS provider is an incredibly time-consuming task. Identifying needs criteria, sitting through sales pitches, parsing feature/functionality capabilities, assembling price comparisons... time and labor intensive but necessary to ensure project success.

When assembling your needs criteria, think about how you're using your current technology and identify what's a "must-have" from a "nice-to-have".

- How many agents are in your contact center that you want to enable to work from home?
- Where is your contact center located?
- Do you require more than just voice capabilities?
- Do you require a CRM integration?
- Do you require speech recognition?
- Do you require any special reports?
- Do you require compliance with any specific data security requirements such as HIPAA or PCI?
- Do you require outbound dialing?
- Recording? Hold messaging? Disposition codes? Call queues?

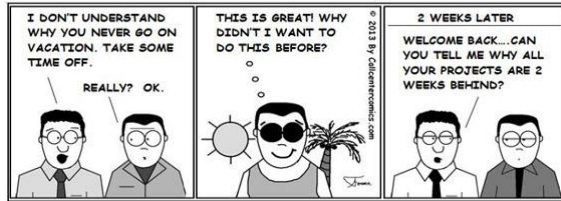
Once you have that list complete, it's time to begin vendor evaluations—the most time-consuming, but necessary, part of the process. Getting recommendations, evaluating technologies, comparing needs to vendor functionality, analyzing pricing...it's a multi-step process that can take months.

It's at this point that many companies choose to work with a vendor-agnostic service provider, such as vCom, to handle the nitty-gritty. The time savings alone is significant. These companies typically have access to dozens of providers and can guide you to the technology that best fits your needs. A good partner will take your needs criterion (and in some cases help you create it) and conduct the entire RFP process, sourcing the vendors, building technology and pricing matrices, narrowing the list of finalists, conducting a security assessment, handling price negotiations, and overseeing the implementation of the solution.

With a willing partner, this process can take the evaluation period down from months to weeks. On the positive side, the seismic shift to remote agents has led to speedier implementation times, with a host of CaaS providers reducing deployment times to about 48 hours. Many of these providers are also offering free software or seat licenses. Great deals, but its imperative you don't sacrifice your needs in the name of expediency.

Going remote to better serve your business needs makes sense. So does putting in the due diligence required to ensure you pick the best provider for your organization.

For more information on vCom solutions, contact Chad directly or visit [www.vcomsolutions.com](http://www.vcomsolutions.com). ~ Ed.



If you like this comic and would like to see more, write Ozzie at [callcentercomics@yahoo.com](mailto:callcentercomics@yahoo.com). The NACC appreciates Ozzie letting us use some of his comics in our newsletter.

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