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National Association of Call Centers

In Queue



The fun, informative, and unique newsletter for the call center industry

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Pearls Of Wisdom

"Life is always a tightrope or a feather bed. Give me the tightrope."

~ Edith Wharton

Did You Know That NACC..

- Offers several types of membership opportunities. [Click here to find out more...](#)
- Offers a job board where top employers and candidates go to find their next call center rock-star! [Click here for more...](#)
- Offers classifieds for your contact center

Hi {FIRST_NAME|Valued NACC Member},

Welcome to this month's issue of the NACC In Queue newsletter!

The NACC Needs Your Help! Will You Step Up?

Paul Stockford, Research Director, NACC and Chief Analyst, Saddletree Research, paul.stockford@nationalcallcenters.org

Subscribers of this newsletter already know that the NACC is a 503(c)(6) not-for-profit, university-based organization. The NACC isn't a profit-driven marketing company disguised as an industry membership organization; we are driven instead by an intense interest in, and curiosity about, the contact center industry that goes back nearly 30 years. As a not-for-profit, we don't have the funds to sponsor expensive studies to provide us the foundation for our continued industry research; we instead depend on the goodwill, kindness and support of our members and subscribers. That's you.

To that end, this month we are launching our annual survey of customer service professionals, the results of which provide us with the data we need to continue our industry work in the year ahead. The survey can be found at https://www.surveymonkey.com/r/NACC_2016.

Once again, we are asking for your help in gathering this data by taking five minutes out of

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14,808 professionals

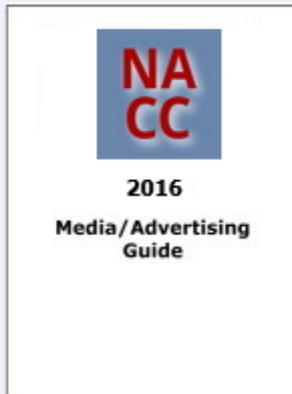
Reports From The NACC

The NACC has been burning the midnight oil and typing until our fingers are sore to bring out reports to our members. Each is listed below. If you are interested to see what we are writing about, click on the links below and download the executive summary of each. If you like what you see, join the NACC so that you can view these reports and others that will be coming out soon on our website. These reports will ensure that you know the latest trends in the industry.

[Kodak Alaris Launches AI Foundry To Deliver Artificial Intelligence-Based Solutions For The Contact Center: November 2015 HireIQ Candidate Optimizer Disrupts The Status Quo. Powers Revolution In](#)

space, furniture, and just about anything else you can think of. [Click here to sneak a peek...](#)

- Offers the ability to [advertise with NACC](#). Click on the image below to view the NACC Advertising Guide where you can view our channels and prices.



To advertise with the NACC, please contact the NACC at:

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your day to complete our survey. Important points to keep in mind:

- No one will contact you in any way as a result of your participation in this survey. We ask for no identifying information on the survey. We have no products to pitch, no agreements with any vendors (never have, never will) and no motivation other than information gathering. We just need your help.
- All of the questions are closed-ended, multiple-choice type questions. If you remember the multiple-choice (multiple-guess?) quizzes from your school days, you're already familiar with these types of questions. The difference is, there are no wrong answers on our survey. We just want your opinions.

Please visit

https://www.surveymonkey.com/r/NACC_2016 the next time you're sitting at your desk with a minute to spare and help us out by completing our survey. Five minutes is all we ask.

The results of this survey will be shared in upcoming issues of our monthly newsletter, as the results of the November 2015 survey are shared in this issue. The results of the survey will provide you the opportunity to benchmark your opinions and intentions with those of your fellow customer service professionals.

Thank you in advance for your support of the NACC and for your help with our industry efforts.

As always, if you have any questions or comments about this survey, please don't hesitate to contact me.

Do Shifting Performance Metrics Indicate Shifting Industry Trends?

Paul Stockford, Research Director, NACC and Chief Analyst, Saddletree Research, paul.stockford@nationalcallcenters.org

During November 2015, we ran a brief survey among NACC members asking about year-end attitudes and opinions in order to gauge changes from attitudes and opinions that we measured at the beginning of 2015. Among other things, we found a significant shift in attitudes toward performance metrics, or key performance metrics (KPIs), as they pertain to customer service and

[Customer Service Human Capital Management: May 2015](#)

[Verint Jumps Into The Gamification Game: April 2015](#)

[Research Update - Strong 4th Quarter Tops 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: 1st Quarter 2012 Data](#)

[Contact Center Mobility Study: May 2012](#)

[State of the Call Center Industry Report: 4th 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](#)

satisfaction. Specifically, we found more contact centers moving away from traditional metrics such as average speed of answer (ASA) and average handle time (AHT) and more toward metrics that measured how satisfied the customer was at the conclusion of the contact.

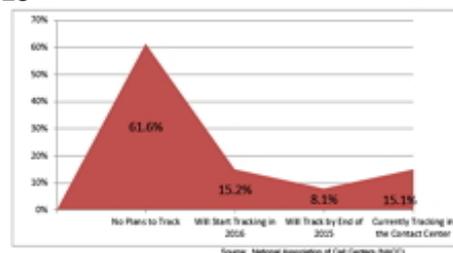
The first metric we questioned was first call resolution (FCR). While the methods employed to measure FCR differed among respondents, we found that the majority of contact centers in the industry are now focused on tracking this fast-emerging metric. 61.6 percent of survey respondents reported an active tracking of FCR in their contact center. The most popular methods for tracking FCR are listed below, in order of rank.

- Quality Monitoring
- Customer Survey
- Data Analytics
- Call Accounting
- Speech Analytics

Perhaps the most surprising method of tracking FCR was Call Accounting. Generally considered a relatively ancient technology deployed primarily during the heyday of landline telecommunications, the NACC was surprised to learn that a significant number of call accounting systems were still in use today.

We also asked about customer effort score (CES) in our survey. CES measures the amount of effort a customer must put forth in order to reach resolution. This effort includes such factors as repeat calls, call transfers, escalations, and so forth. While the adoption of CES measurement is currently relatively low at 15.1 percent, as illustrated in Figure 1 below, our research indicates that another 23.3 percent of contact centers plan to incorporate CES measurement by the end of 2016.

Figure 1: Percent of Contact Centers Tracking CES

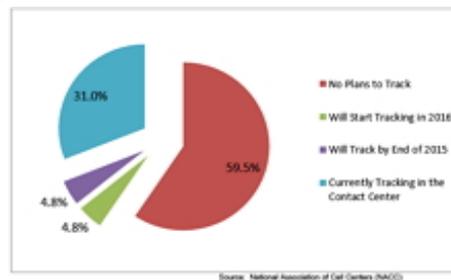


We also looked at the measurement of Net Performance Score (NPS) in the U.S. contact center. NPS seeks to measure one sentiment;

- [Industry Report: 1st Quarter 2011 Data](#)
- [State of the Call Center](#)
- [Industry Report: 4th Quarter 2010 Data](#)
- [State of the Call Center](#)
- [Industry Report: 3rd Quarter 2010 Data](#)
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- [Industry Report: 2nd Quarter 2010 Data](#)
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- [State of the Call Center](#)
- [Industry Report: 1st 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: 4th Quarter 2008 Data](#)
- [60 Ideas in 60 Minutes: 2008 Session](#)
- [60 Ideas in 60 Minutes: 2007 Session](#)

how likely is the customer to recommend a brand to a friend or colleague. Long measured by enterprises as a whole, contact centers are now adopting this metric to measure the likelihood of a customer recommending the customer service of a particular brand or company. As illustrated in Figure 2 below, 31 percent of U.S. contact centers are now measuring NPS as a means of determining their customer service effectiveness.

Figure 2: Percent of Contact Centers Tracking NPS



The data suggests that there is indeed a notable shift in performance metrics as measured by the contemporary contact center. While this is not yet a seismic shift in KPI practice in the contact center, it is worth consideration when contemplating your own measurement of customer satisfaction in the future.

"...your input is of great value to us."

Conferences & Trade Shows: Do You Care?

Paul Stockford, Research Director, NACC and Chief Analyst, Saddletree Research,
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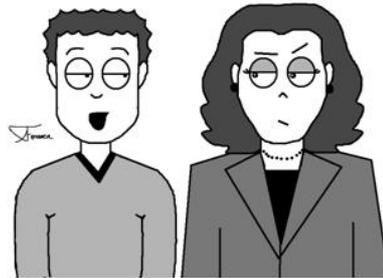
Each year the NACC is increasingly targeted by conference and trade show companies that want to offer attendance discounts to NACC members in exchange for ad space in our newsletter. We have resisted these offers in the past because we don't participate in, nor do we endorse, any industry events. It has come to our attention, however, that some of you may be interested in attending these events. If this is the case, we should perhaps reconsider our stand toward these industry events and enter into negotiations with these event organizers.

We have recently been approached by both ICMI and IQPC with requests to promote their Call Center Demo and Call Center Week, respectively, events. If these events are of interest to you I'd appreciate hearing from you. Just drop me a line at paul.stockford@nationalcallcenters.org. If you don't care about industry events, I'd like to know that too. Your input will be of great value to us.

Thanks in advance!

Call Center Comics

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OF COURSE I DESERVE A PROMOTION.
I MAY ONLY BE HALF AS PRODUCTIVE
AS OTHER WORKERS, BUT I HAVE
TWICE THE SENSE OF ENTITLEMENT.

If you like this comic and would like to see more, write Ozzie at callcentercomics@yahoo.com and visit his website at <http://callcentercomics.com> or just click on the comic to take you to his page. The NACC appreciates Ozzie letting us use some of his comics in our newsletter.

To view past issues of In Queue, please [click here](#).

If you would like to contribute to In Queue, please reply to this email with "Contribute" in the subject line.

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