



National Association of Call Centers

In Queue

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

Welcome to the February 2018 issue of the NACC In Queue newsletter!



Revealing A Well-Kept Industry Monitoring & Coaching Secret

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

The OpenText Workforce Optimization (WFO) solution, Qfiniti, has been one of the best-kept secrets in the contact center industry, but the company is now making an effort to change that. OpenText is a \$2.3 billion-dollar Canadian company with deep expertise in enterprise information management, content services, and customer experience management, among many other market segments and technologies.

Qfiniti is part of OpenText's customer experience management platform that leverages OpenText's proven ability to harness advanced technologies and provide them to customers through modular solutions that address the specific needs of the industry. Qfiniti offers advanced recording and coaching capabilities as well as workforce management, analytics, customer surveys, as well as agent guidance and automation. Qfiniti is cloud-enabled or can be provided as an on-premises solution.

If this sounds a bit familiar to some readers, it might be because Qfiniti was at one time a part of eTalk, which was acquired several years ago by Hewlett-Packard. OpenText is focused on employee engagement, among other things, so Qfiniti was a natural addition to their suite of solutions and was acquired in 2016. With a strong quality management and coaching heritage, Qfiniti approaches the market with a clear focus on employee engagement.

On March 6th at 9 a.m. PST / Noon EST, I'll be joining OpenText's quality management guru, Matthew Storm, in a webinar entitled "Next Generation Quality monitoring for the Contact Center." In this webinar, I'll be sharing data specific to cross-generational employee engagement while Matthew discusses OpenText's approach to coaching, designed to be relevant to today's evolving agent workforce. Anyone involved in supervising or managing agents in any capacity will find this webinar relevant to your responsibilities.

To join us for this webinar, please visit <https://register.gotowebinar.com/register/7875244725830327042?source=Saddletree>

See you there!



Contact Management Services Employee Engagement Tips

Shannon Svasek, Operations Manager, Quality Contact Solutions (QCS) shannon.svasek@qualitycontactsolutions.com



(This is an article contribution from NACC member Quality Contact Solutions. The NACC encourages member article submissions for this monthly newsletter and thanks QCS for this informative article. – Ed.)

Making sure your employees are engaged is important but something we all struggle with. Engaged employees are not only happier but more successful and contribute more often. An employee who is not engaged is in a dangerous place. In danger of terminating their employment, in danger of becoming unsuccessful, in danger of becoming unhappy and more importantly being a danger-spreader to those that work with them and around them. So how do we keep everyone positively engaged? (Good question, right?)

In This Issue...

- Revealing A Well-Kept Industry Monitoring & Coaching Secret
- Contact Management Services Employee Engagement Tips
- Resilient Industry Growth For Third & Fourth
- Call Center Comics!

Pearls Of Wisdom

"The secret of getting ahead is getting started."
~ Mark Twain

Reports From 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.

- [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: Omni-Channel Analytics For The Contact Center: January 2017](#)
- [Text Analytics Market Update: April 2016](#)
- [Kodak Alaris Launches AI Foundry To Deliver Artificial Intelligence-Based Solutions For The Contact Center: November 2015](#)
- [HireIQ Candidate Optimization Disrupts The](#)

Engagement Surveys in Contact Management Services

One method that I've seen used and used very well in [Contact Management Services](#) is our employee engagement surveys. This is an electronic survey that all employees are asked to complete two times per year. The questions are simple, direct and answers are on a scale of 1 – 5, which helps management gauge the areas where employees are feeling the love and not feeling the love so to speak. Reviewing our employee engagement scores is always an eye-opening experience and gives direct and candid insight regarding how employees feel.

But more importantly the employee engagement scores provide our management team with a pulse on our team's happiness and level of engagement in all aspects of their job — from the daily job activities they are asked to perform to the supervisors they report to on a day to day basis and all the way up to upper management and company owners.

After reviewing the employee survey results you can see where you are exceeding in the areas of employee engagement and where you need some additional work or where changes need to be made.

Incubating New Ideas in Contact Management Services

Another very successful way to keep employees engaged is to ask them for their ideas, and ask them often. Then, reward them for well thought out ideas that benefit the company and or the client(s). In our Contact Management Services organization, we have an idea incubating reward system I like to affectionately call HUGs, which stands for "Helping Us Grow"! What better way to keep employees engaged, right!

Here is how it works. Encourage your employees to submit their ideas. Could be ideas for their own benefit, for example how to make their job's easier. Could also be ideas for company benefit and growth. Or ideas that would benefit the clients and or customers. Have the employees send their ideas to their direct supervisor for review, and very importantly we always want to thank the employees for their ideas and contribution to the company.

Next, if the idea is a good one and can be implemented the supervisor(s) at that point would start the implementation process. Once the employee's idea is set into place and working it can then be considered a "HUG".

Now the fun part; every month (like clockwork) all the supervisors and management throughout your company will chart their employee HUG ideas that were submitted and implemented to one location for a vote. The supervisors and management will vote on the HUG they felt had the biggest impact on the company or client. After the vote, the employee with the HUG idea that was voted best will be rewarded. The reward could be anything you desire, extra day of paid vacation, a gift card to a restaurant or cash. Then publicly congratulate the team member — which brings me to my next point.

Social Media in Contact Management Services

Start a Facebook group for your employees and management where positive business-related "pats on the back" can be given and received for all to see and comment and congratulate on. This is especially important in the virtual world where many team members and employees work from home and don't always get congratulated in front of their peers for all to physically see.

What better way to do that than in a Facebook group! If the employee received an award like Employee of the Month, or created a positive customer experience or, like above...submitted a HUG idea that was voted as the winner, have the manager or supervisor congratulate the employee via a Facebook post. And use a picture in the post if you can. Whether it's a picture of the plaque they were presented with or it was a gift card for dinner. Announce it for all to see and watch the positive engagement sparks!

Bring it Together with your Contact Management Services Team

Out of work meetings are a great place to brainstorm with other members of your management team. After all, you all need to be an example for your employees! Engaging with each other is a must before you can expect your employees to be engaged with you, their peers or the company. Meeting are a great place to discuss ideas, work related wins and obstacles, but they are also a great place for fellowship and team building!

And here are some other ideas for bringing your team to the next level to ensure a highly engaged functioning management team:

- Get to know each other. Take personality surveys to better understand the truly dynamic team you have and get a better understanding of your team members individual strengths and why they are so good at what they do.
- Do some team building activities! Lock Box or Lock Room is an amazing team building exercise where your management team works together to locate clues in the meeting room that will in turn guide the team to unlocking a series of locks to "escape or break out" or open the lock box.
- Ask your management team members to read an inspirational or team building book or article and discuss it (like a book club for example). What did each member of your team especially enjoy about the book or article and why? What do they think the book helped them understand about themselves or the business? What ideas did it give them or how did it spark their creativity? How do they feel the book or article will help them grow either personally or professionally?

Keeping your employees engaged in contact management services can be tough and it can be extremely time consuming to come up with new ideas. But the end results will pay off. The time and effort you put into keeping employees (and management for that matter) engaged pays off.

Shannon Svasek is Operations Manager for Quality Contact Solutions, a leading outsourced telemarketing organization. With responsibility for overseeing the daily operations of client programs, ensuring agent success and employee engagement is critical. Shannon brings a level of focus to her client programs that results in consistently reaching the desired goals – every day. With over 18 years of experience in Telemarketing, Shannon has built her career on creating fun, open & respectful relationships between her team & her clients

[Optimizer Disrupts The Status Quo, Powers Revolution In 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 Industry Report: 4th 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: 1st Quarter 2010 Data](#)
- [State of the Call Center Industry Report: 4th 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: 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](#)

which drives unparalleled success. Shannon can be reached at shannon.svasek@qualitycontactsolutions.com or 516-656-5126.



Resilient Industry Growth For Third & Fourth Quarter Of 2017

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(Sierra Gillette is a graduate research assistant at MTSU, conducting research on behalf of the university and for NACC Executive Director David Butler, PhD, who is vice provost for research and Dean, School of Graduate Studies at MTSU. We are grateful for Sierra's contribution to the NACC's research efforts – Ed.)

During the third quarter of 2017, the U.S. call center industry experienced major growth with 15 call centers opening and 28 call centers expanding their workforce. The new openings and expansions created a gain of 16,814 jobs. The U.S. industry experienced six call center closings and three call center contractions, with a resulting loss of 1,589 jobs. The net industry job gain for the third quarter was 15,225 jobs.

We believe the notable gain in call center jobs during the third quarter was a result of the increased number of natural disasters experienced in the U.S. This increased FEMA contracts for BPOs and other third-party outsourcing companies

In the fourth quarter of 2017, the U.S. call center industry continued to grow with 29 call centers opening and 18 call centers expanding. The total jobs gained for this quarter were 11,421. The industry had nine call centers

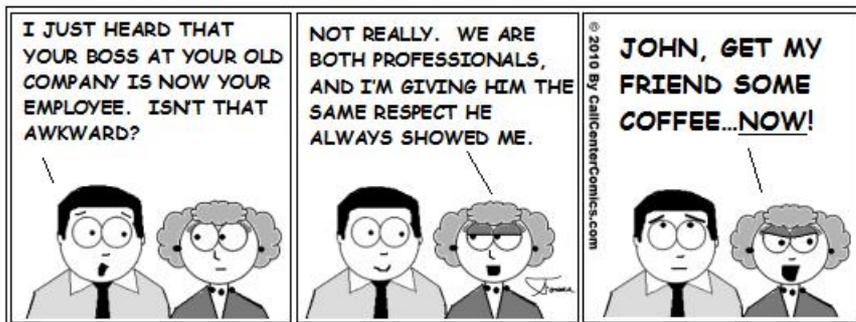
close and six call centers contract, with a resulting loss of 3,303 jobs. The net gain was 8,118 jobs for the industry during the fourth quarter.

We attribute much of the fourth quarter drop in contact center jobs to job reductions in a number of financial institutions, such as Capital One and Wells Fargo. Capitol One alone suffered a reduction of 1,357 call center jobs. In fact, eight out of 15 contact center closings and contractions in the fourth quarter were banks or other financial services institutions.

Despite the larger number of job losses in the fourth quarter, the industry continued to experience overall growth.



Call Center Comics



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.

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

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