

# Customer Service Trends 2021: Are you ready for them?

## Upskilling Your Customer Service Team Post Pandemic

C z a r i n a   S h e i k h   M a t h e w

# The New Landscape



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**Digital  
Transformation**  
n

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**Digital  
Transformation**  
n



**Process  
Updates**

# The New Landscape



**Digital  
Transformation**



**Process  
Updates**



**Revised L&D  
Programs**

# Assessing Your Skillset



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## PEOPLE

*More opportunities  
Better problem-solving  
Newer technologies*



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## TEAMS

*Availability of resources  
More efficient solutions  
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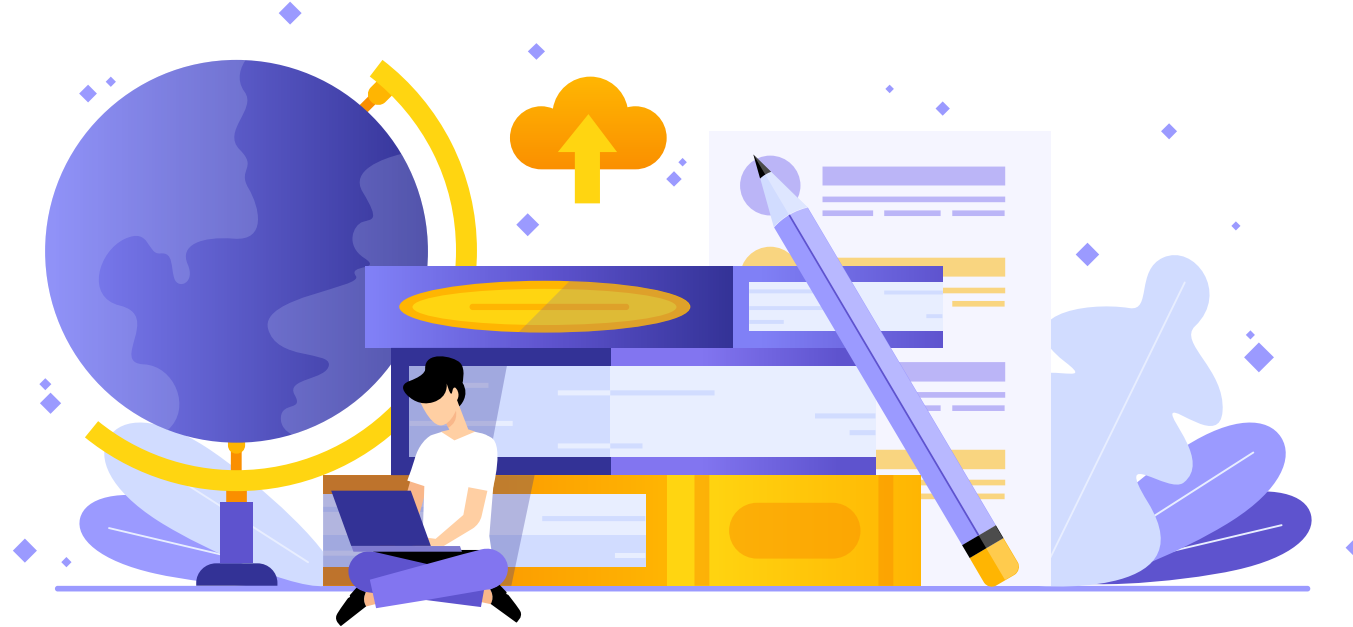


## LEARNING JOURNEY

*Training courses & job aids  
Enhanced peer coaching  
Learning networks*



# Adopt A Learning Culture



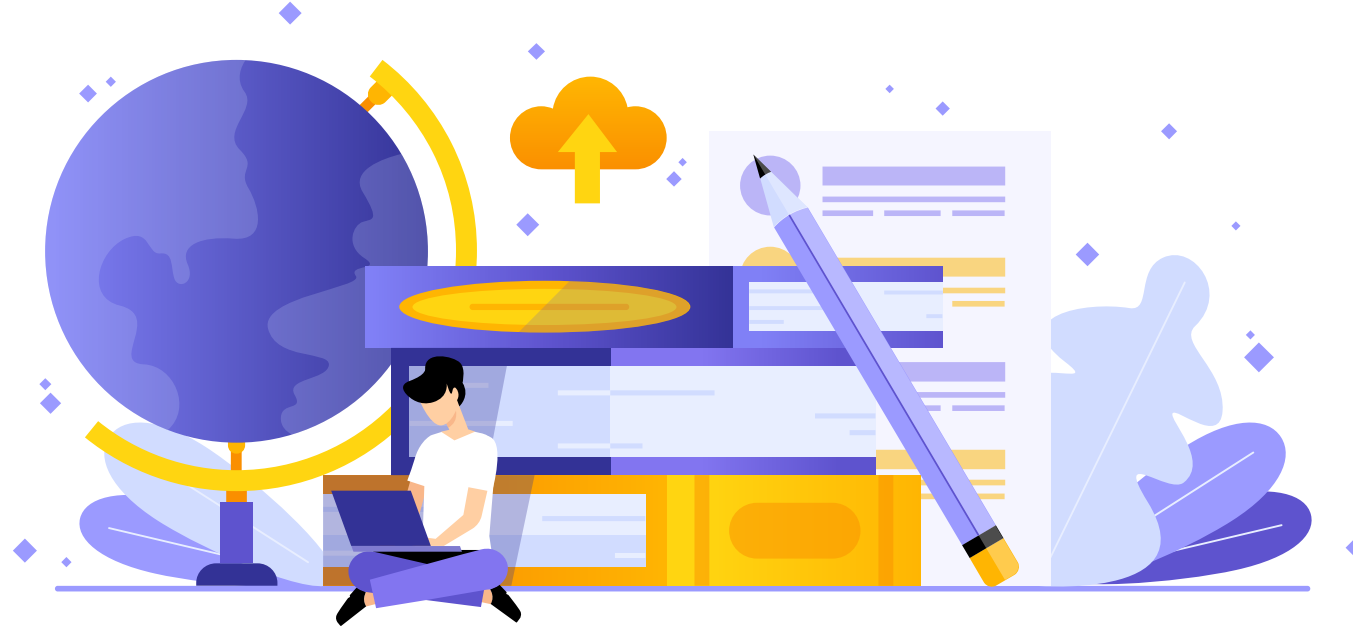
# Adopt A Learning Culture

**CALL  
RECORDING &  
LISTENING**

*Enhance quality*

*Drive consistency*

*Observe & learn*



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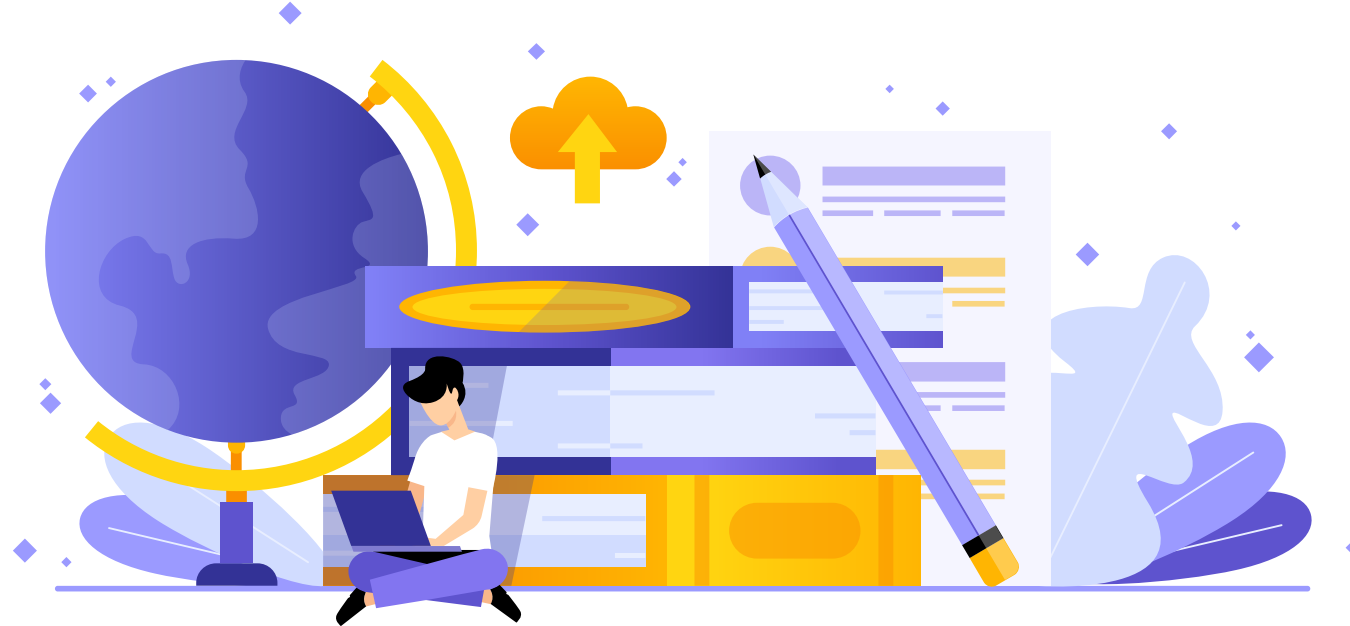
*Observe & learn*

## KNOWLEDGE BASE

*Improve productivity*

*Empower workforce*

*Preserve knowledge*



# Adopt A Learning Culture

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## MONTHLY MEETINGS

*Build rapport*

*Share experiences*

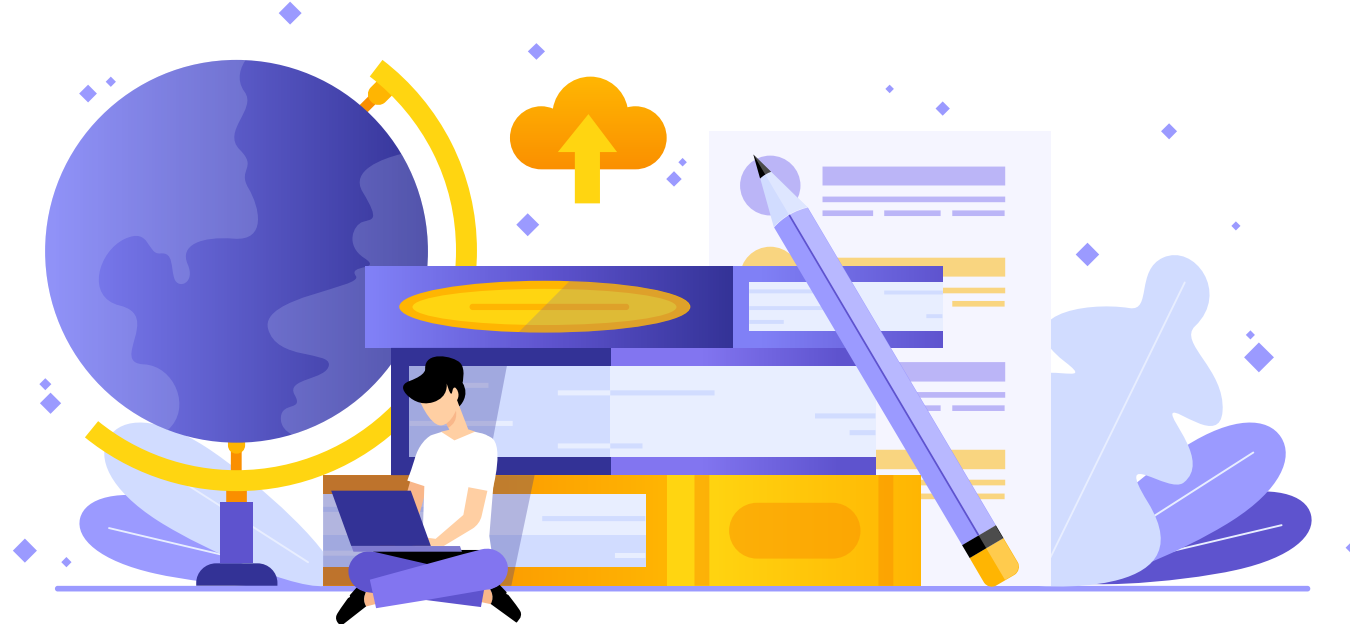
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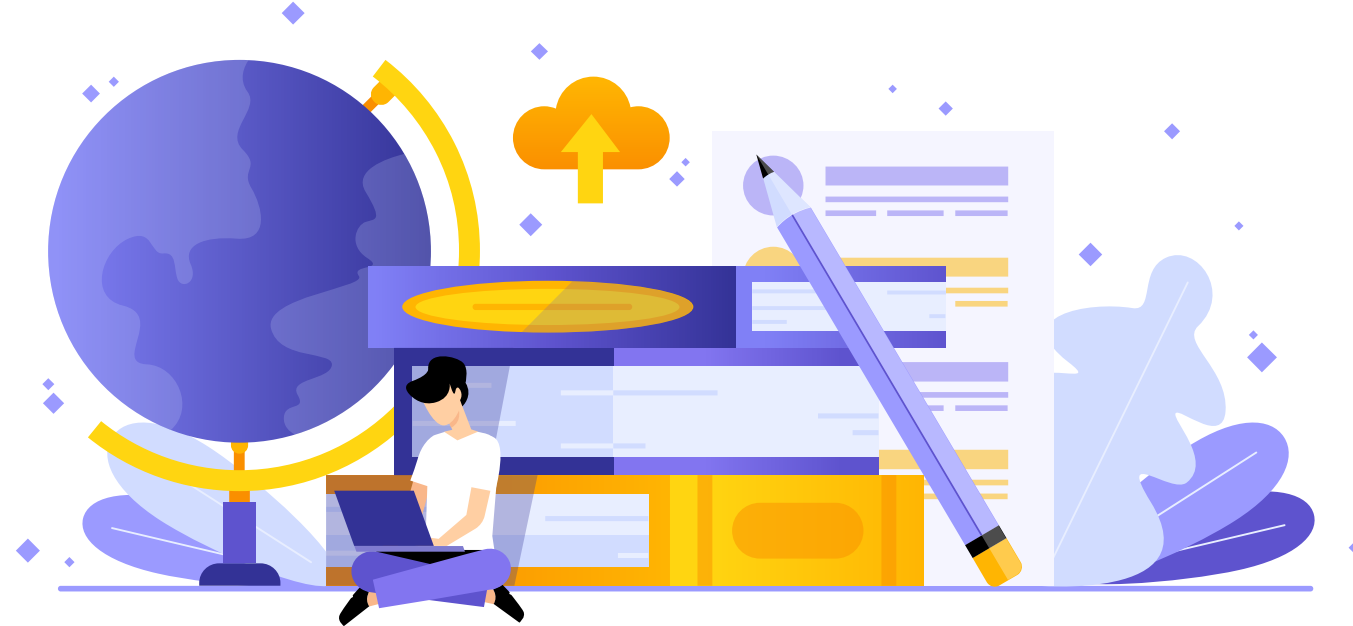
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*Individual contributors*  
*New promotions*

*Leadership programme*

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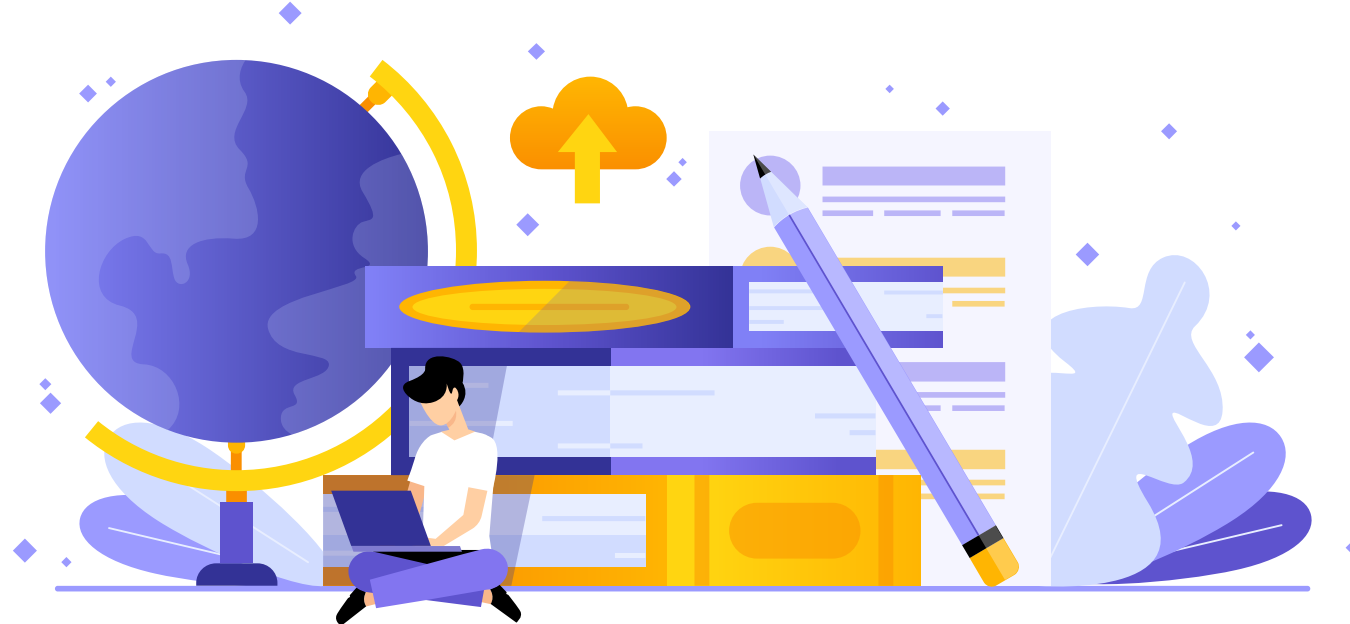
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## COACHING FOR ALL

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*New promotions*

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*"Unlocking a person's potential to maximize their own performance. It is helping them to learn rather than teaching them". Sir John Whitmore*

# Retaining And Winning Customers



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# Customer Journey Metrics

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**CUSTOMER PERFORMANCE  
INDICATORS**

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Customer-centric  
Measures how well a company is performing for **customers** at each need-point

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Measures how well a company is performing against **their own** strategic, financial and operational objectives

# Customer Journey Metrics



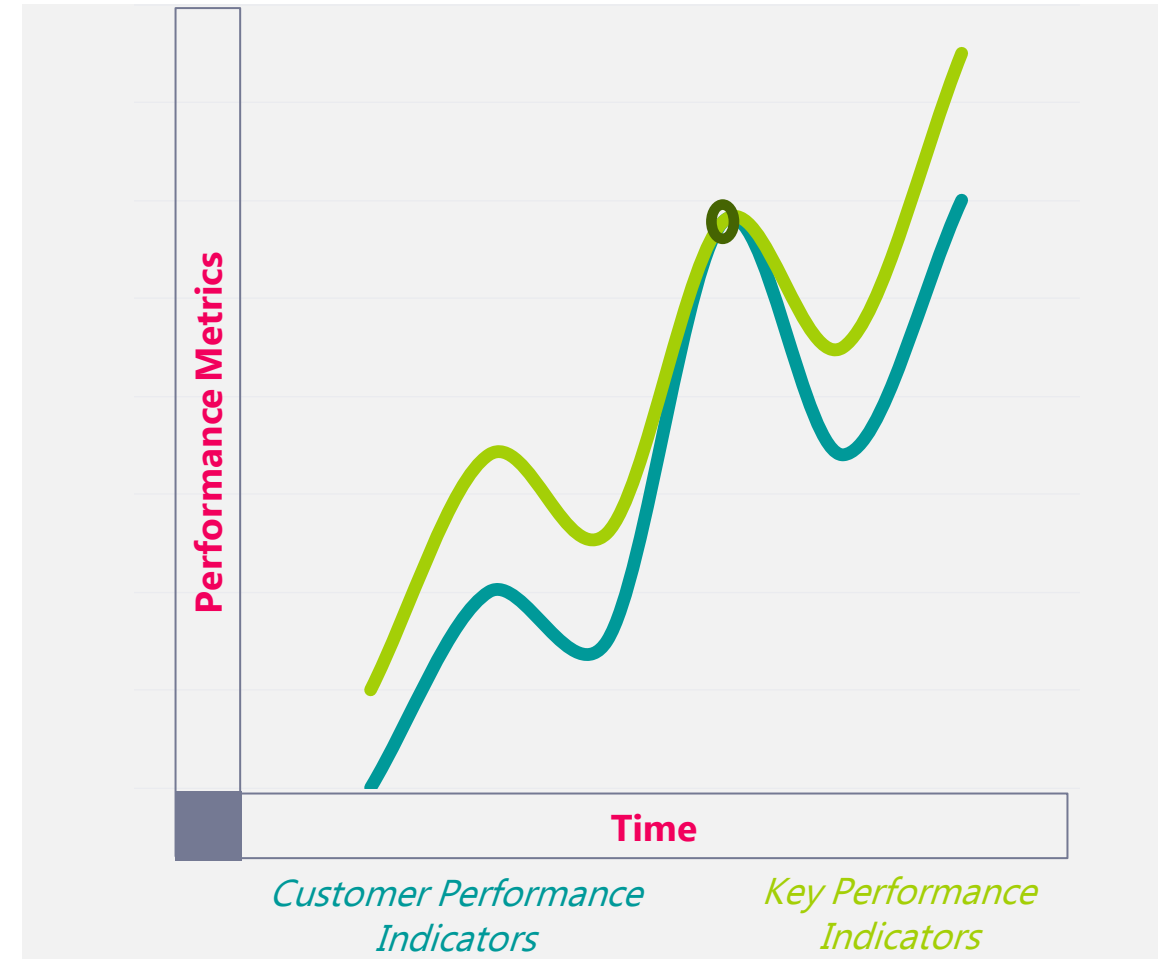
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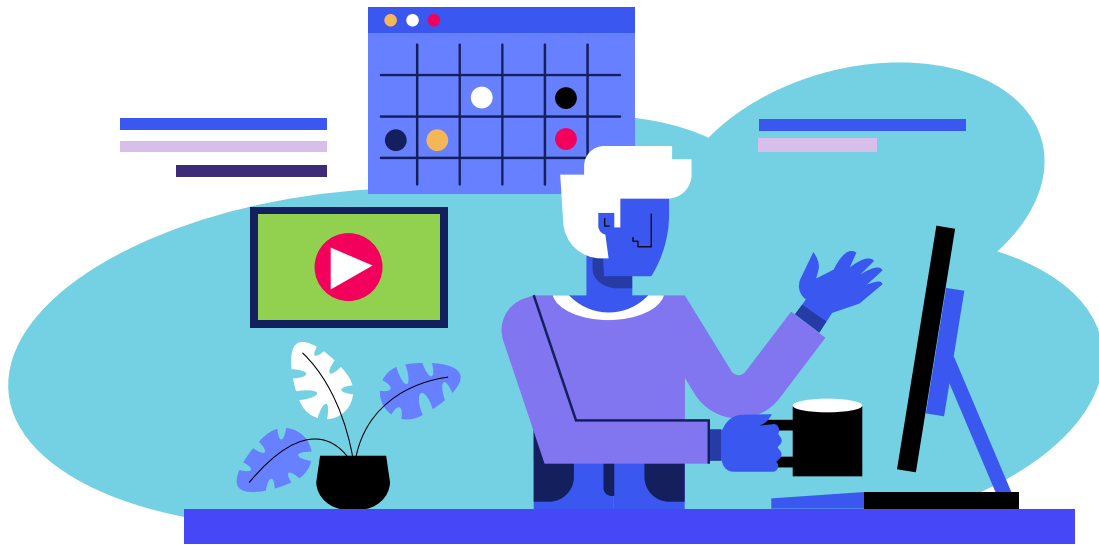


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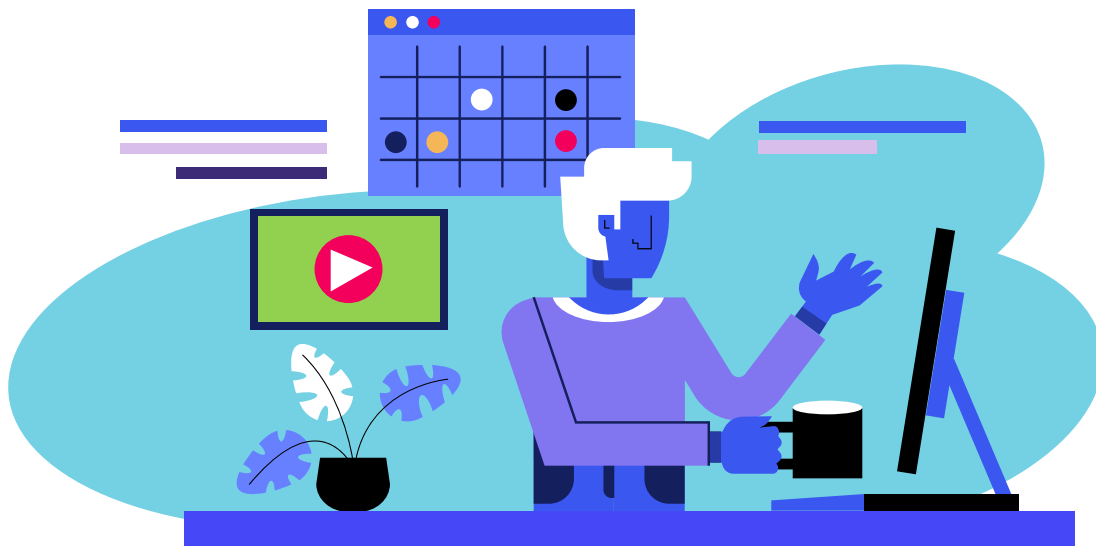


# Optimising Efficiency And Improving Productivity





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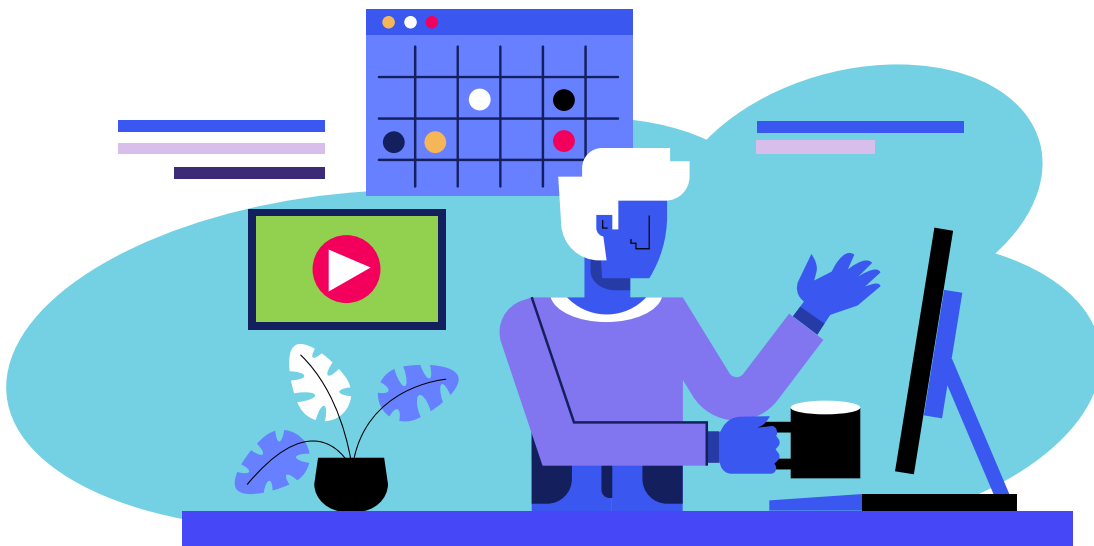


## STRESS-FREE ZOOM ROOM



*Break from phones*  
*Away from desks*  
*Laptops disconnected*

# Optimising Efficiency And Improving Productivity



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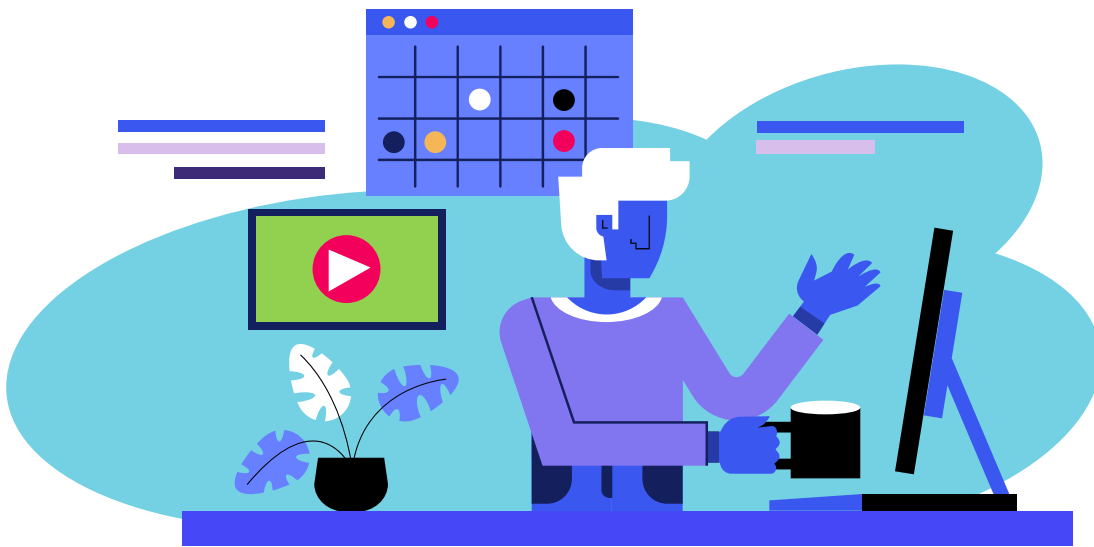
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## VIRTUAL COUPONS

*Extend lunch slots  
Longer break times  
Supervisors stepping in*

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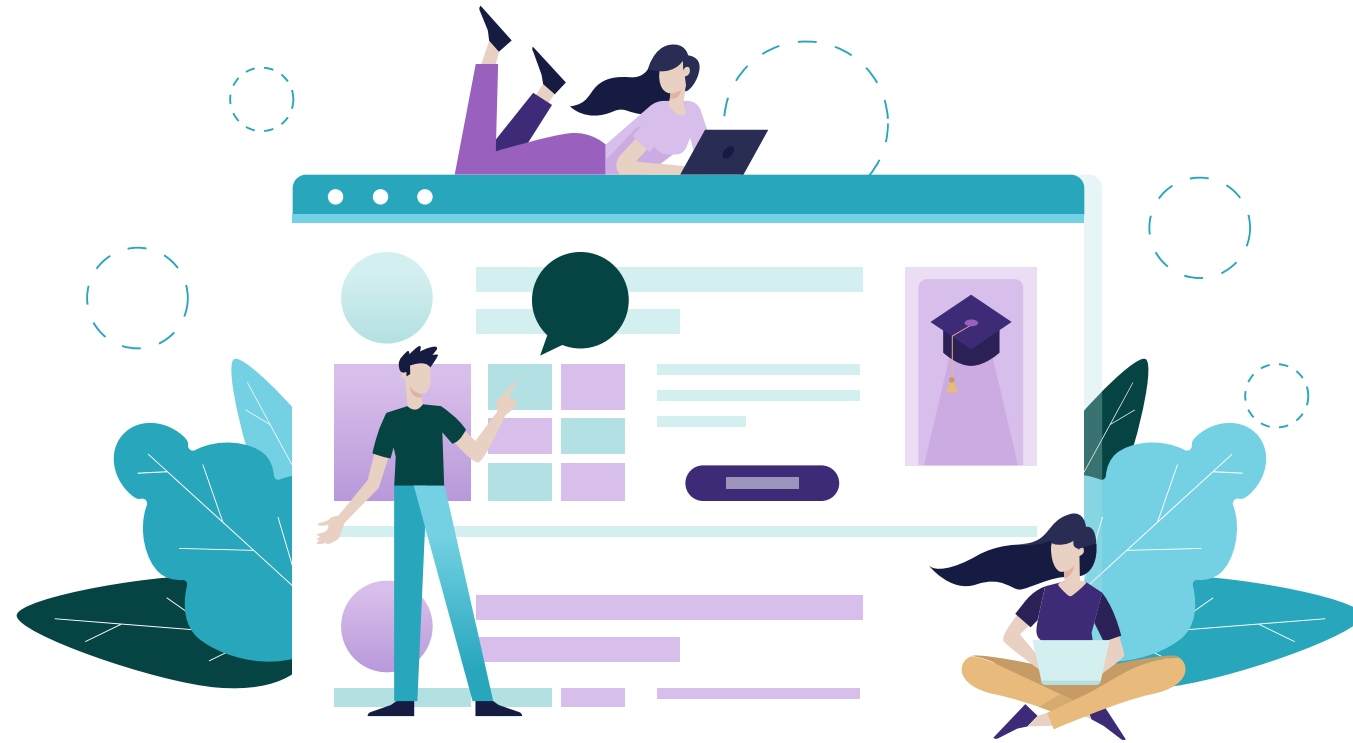
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## HOLIDAY IN HOURS



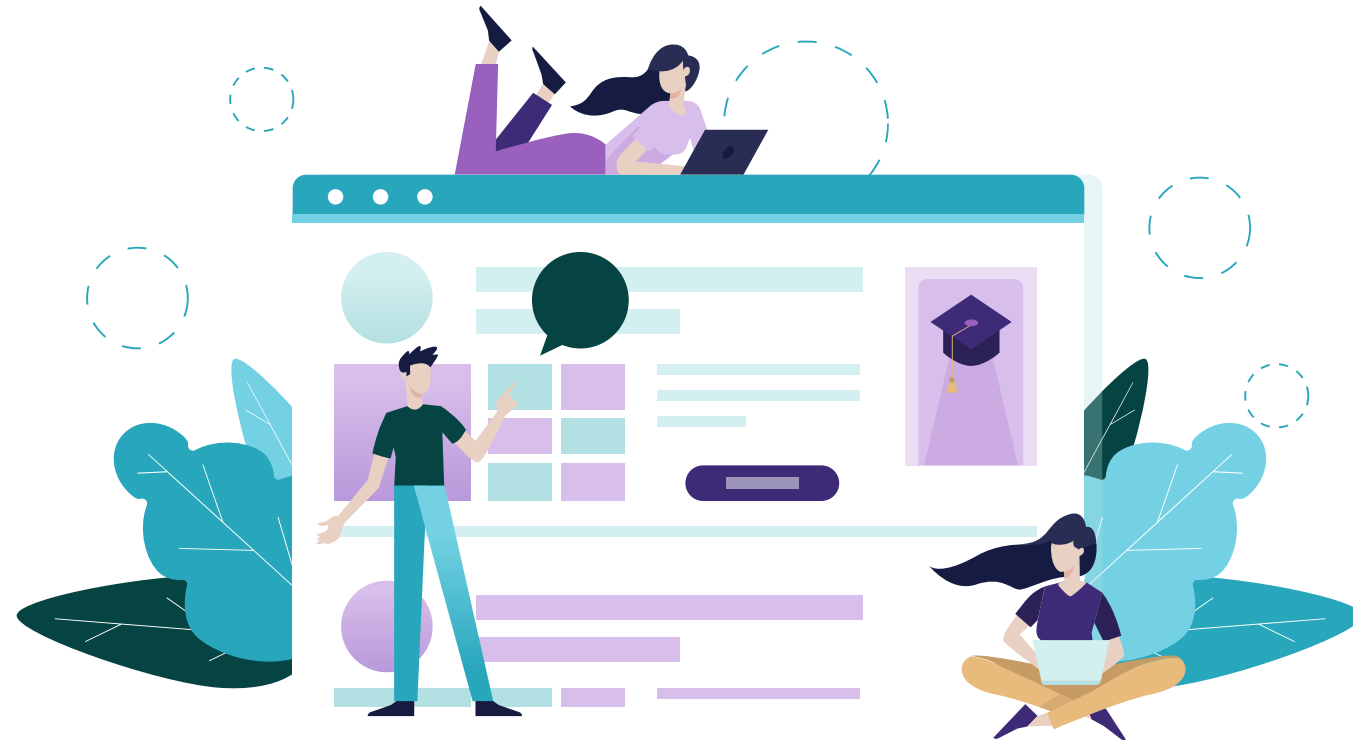
*Hour-by-hour time off  
Attend school play  
Medical appointments*

# Regaining Focus On The Employee Experience



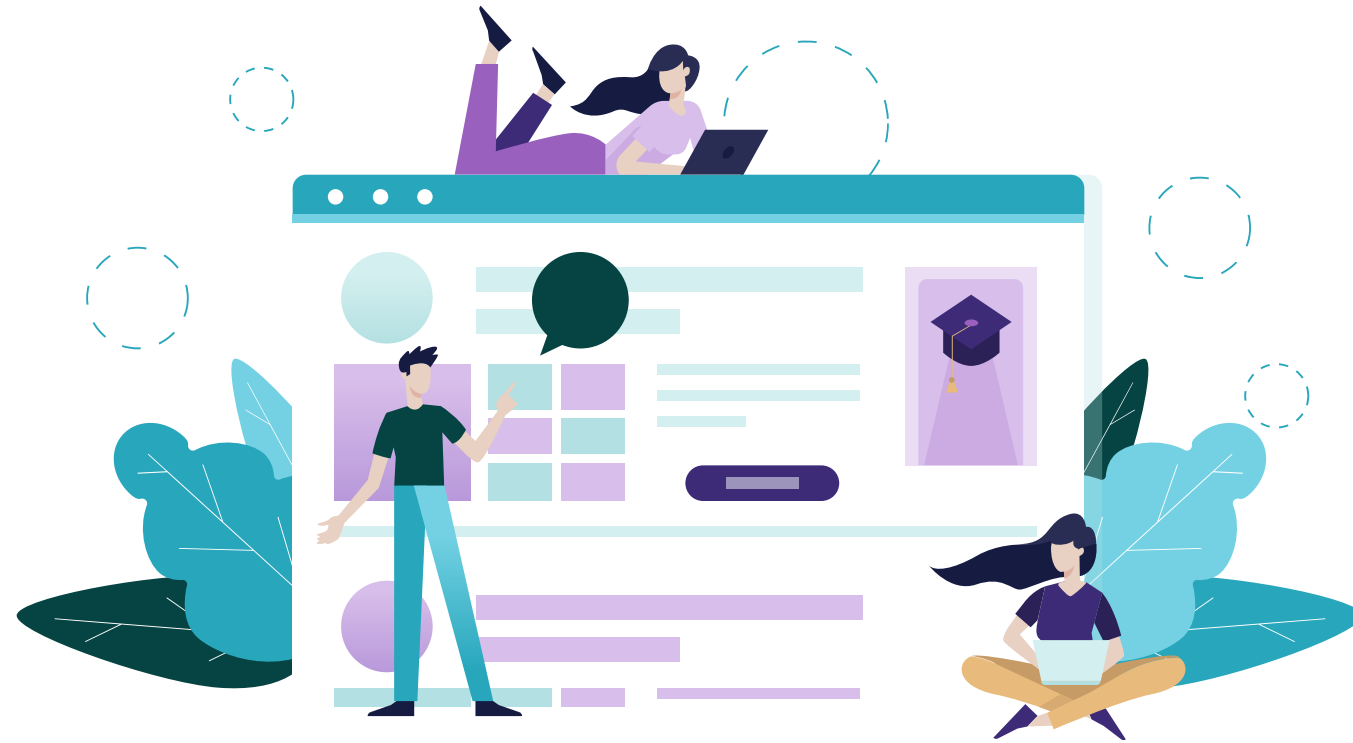
# Regaining Focus On The Employee Experience

**Listen To  
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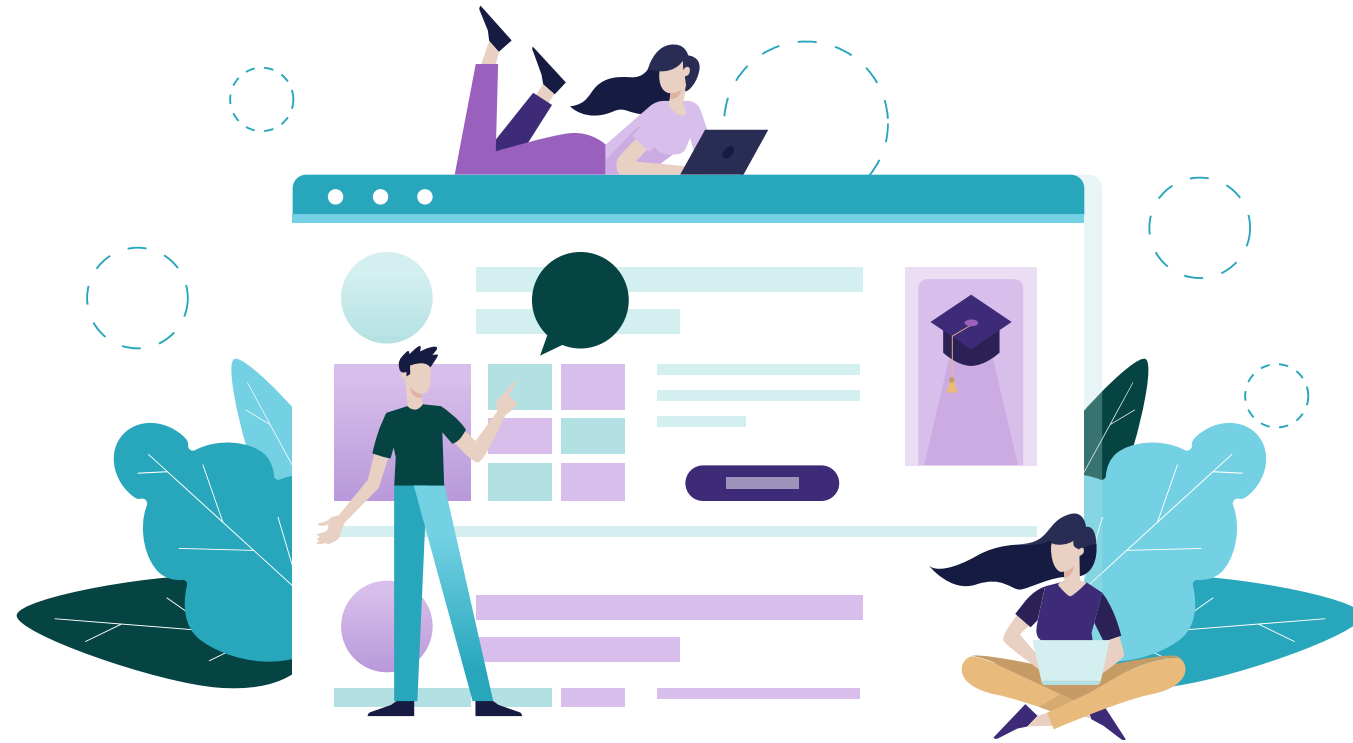
**Listen To  
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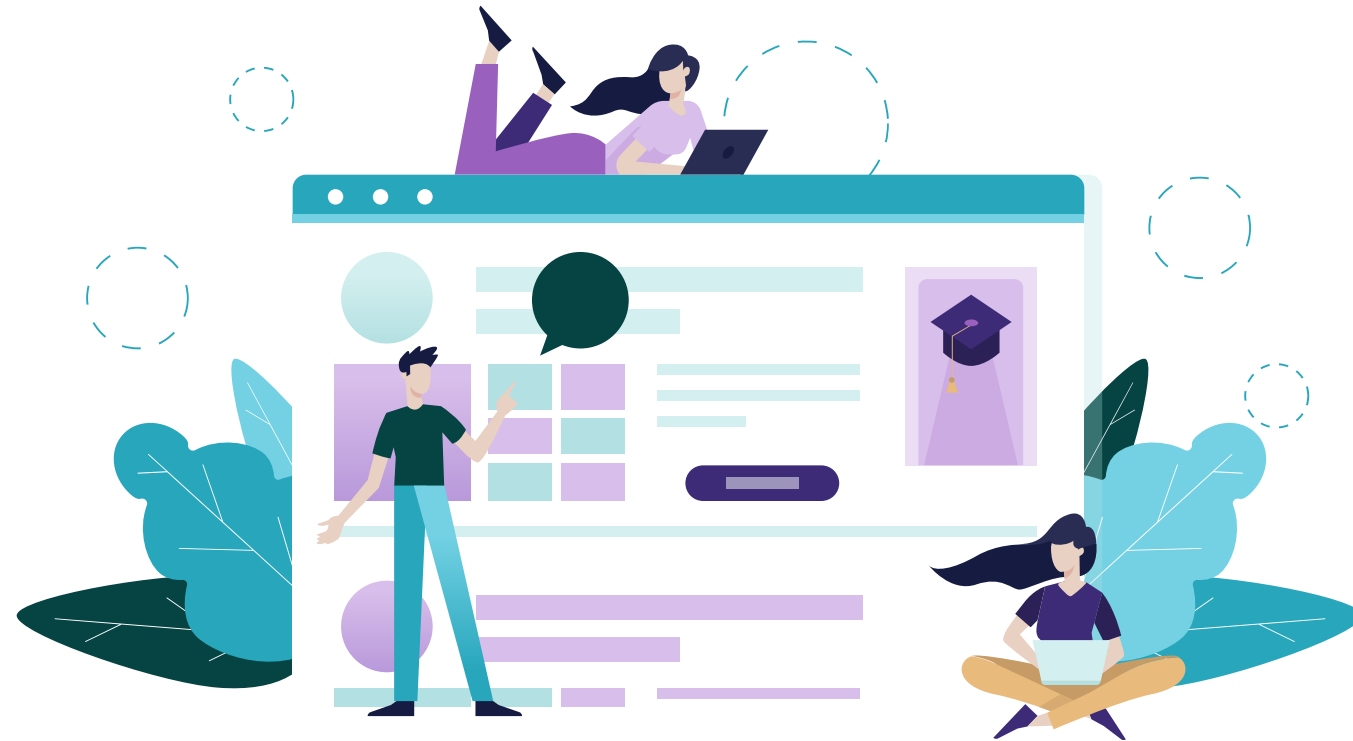
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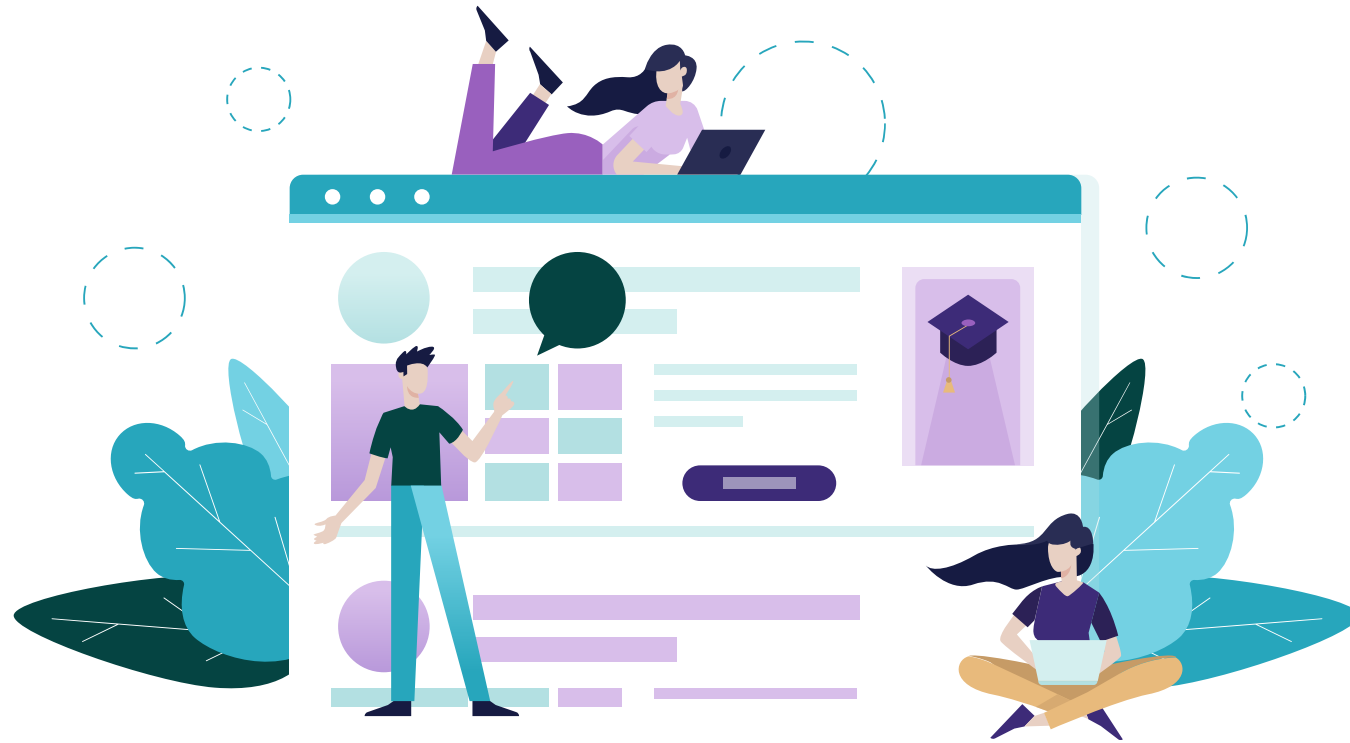
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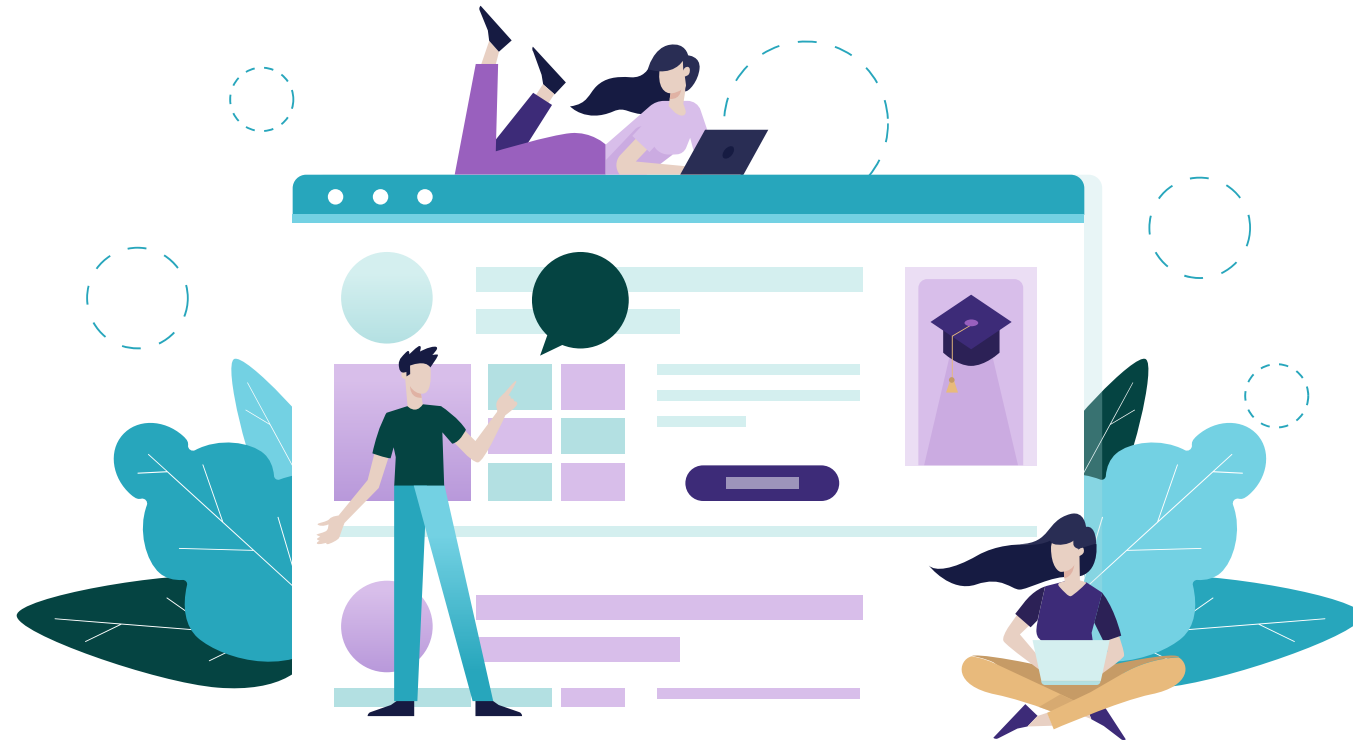
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**Reinforce Employee  
Experience  
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# A Fresh Perspective On Business Performance

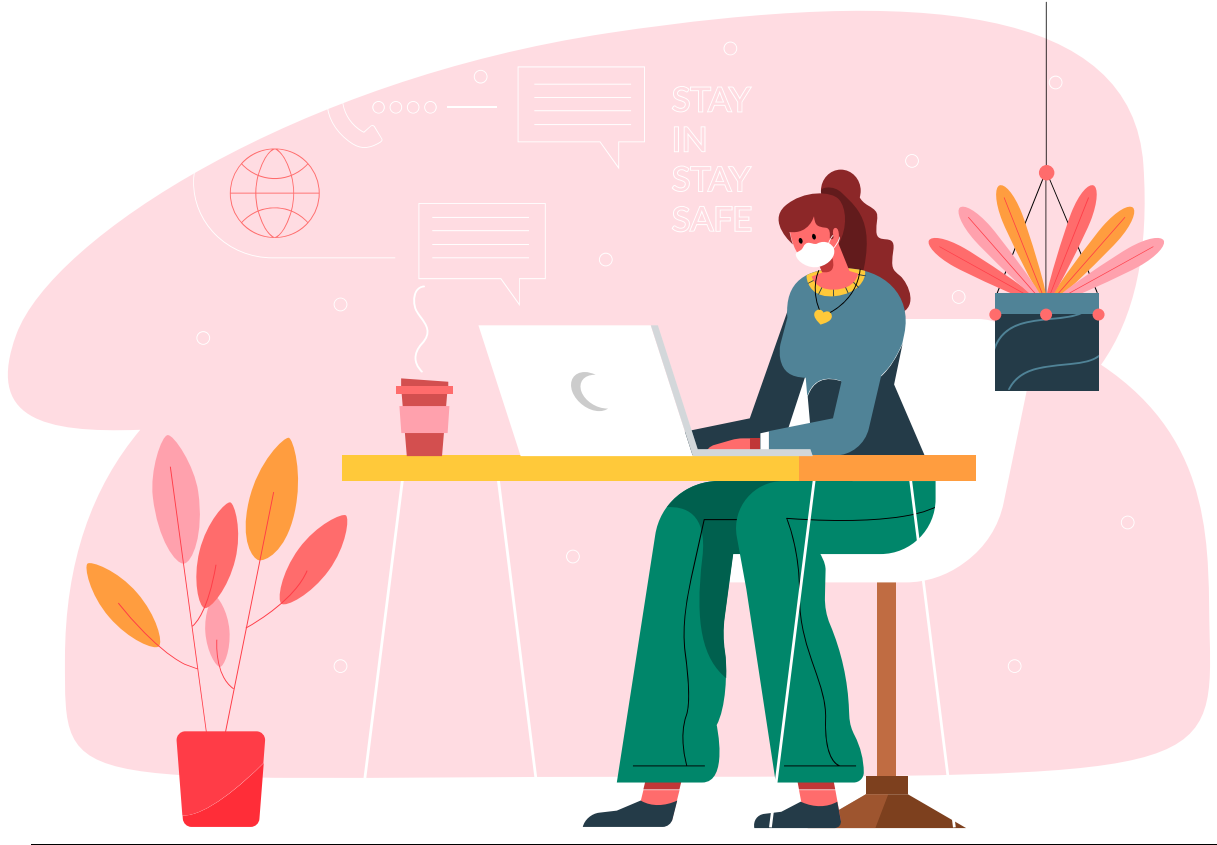


# A Fresh Perspective On Business Performance



## OFFICES

*Better locations*  
*Upgraded facilities*  
*Reduced space*



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*Customer Performance*  
*Accelerated growth*  
*Responsiveness metrics*



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*Tailored training*  
*Quality checks*  
*Best practice*

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## TECHNOLOGY

*Improve efficiencies*  
*Increase productivity*  
*Virtualisation solution*

# What Next?

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# What Next?

Identif  
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Gaps



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Tailored  
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Variety of  
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Collaborate  
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Implement  
Reward &  
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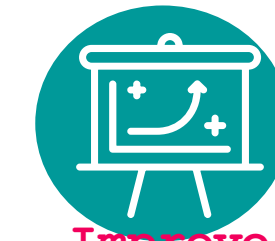
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Improve Business Visibility

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Empower Teams with New Technology



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Mon-Fri 09:00 to  
17:30 UK Time  
Zone

# Questions?

