



5 Screens to
Boost Your Contact Center
Performance and CSAT



Time for Your First Step

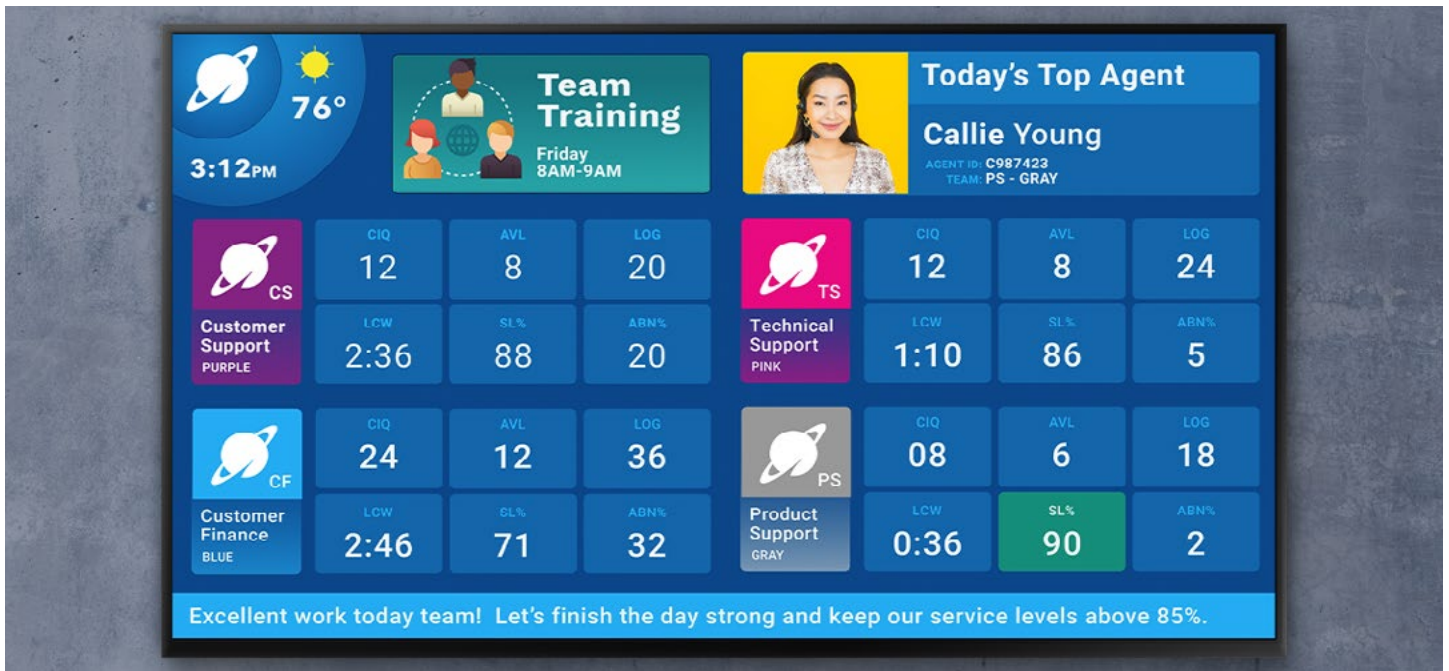
Are there really 5 screens that can transform your contact center productivity and the customer experience you provide?

Yes. It's true. And as you'll soon recognize when it comes to the right digital signage or desktop application for your contact center, seeing is more than believing – it's taking action.

But to discover what those 5 screens are, and learn how they can work for your contact center, you'll have to follow three steps.

Start with step 1: Read this eBook.

Steps 2 and 3? Those are waiting for you up ahead. To get there, turn the page and let's begin...



Behind the Transformational Power of Digital Signage

When your customers call into your contact center, they're looking for one thing: **satisfaction**. That individual leaves the call happier, and more likely to be a continuing source of profitability for your company. That's because they got what they asked for, and one of your agents made that happen.

But while that is an instance of singular people and singular moments — one customer, one agent, one positive exchange — there's more than one screen at work to help make that happen. In fact, there are *five critical screens* you want to consider always having in your arsenal to get the most out of your contact center operations.

Digital signage is, of course, the centralized bridge that carries the critical flow of information for contact center supervisors and agents. The data shared on these screens — on the wall for an entire team to take in, on desktops for an extraordinary personalized effect — makes that happen.

The takeaway here is that the transformational power of your digital signage is the combination of:

1. **Collecting the right data and information**
2. **Delivering that information at the right time and right place**
3. **Using that information to automatically trigger appropriate action**

5 Screens, 5 Possibilities

What if your digital signage could...

1. Escalate problems automatically in a way that is designed to grab the attention of agents and prompt effective action?
2. Encourage team and individual competition with performance leaderboards, even contests?
3. Motivate your agents by celebrating their accomplishments and recognizing them in authentic ways?
4. Personalize desktop displays to focus on the most relevant data for individual agents, boosting engagement and supporting each customer call in real-time?
5. Boost productivity with powerful business resources that equip the entire call center workforce with the right tools for performing their jobs at the highest level?

No “What If...?” about it. These screens exist — as does the technology platform to easily integrate them with your contact center software. It is possible to boost your contact center performance and customer satisfaction overnight with these 5 modern ways to use digital signage.

Before we breakdown each screen in more detail, let’s take a moment to define the situation facing many of today’s contact center leaders.

89%

of companies with
“significantly above average”
customer experiences perform better
financially than their competitors.¹

The Real “Problem” with Contact Centers

Customers seek satisfaction, happiness, and products or fixes for what ails them. But enough about them — for the moment.

How about YOU? How are you doing? How engaged are your agents? How are you balancing the needs of customers and agents with the demands from your business leaders? Not easy as a contact center leader!

Let's consider the “problems.” Some are just the nature of the business. A contact center — your place of business — is under constant pressure to do more every minute, of every hour, of every day. The needs of customers are high and are in a state of flux. Both can surge at any time. Can you say the same for your ability to respond in real-time?

How are you balancing your Call Arrival Rate, your Average Speed of Answer, your Average Handle Time and your Occupancy Rate? What's your First Call Resolution and First Response Time? Most importantly, what is your Customer Satisfaction (CSAT)? And it won't get easier, as **digital customer service interactions are predicted to increase by 40% in the next few years.**²

Then there are the situations beyond the everyday nature of the business. Beyond almost every expectation, for that matter. Like, say, a global pandemic. As COVID-19 hit, contact centers were forced to transition as much as 80% of their workforce to remote work³. And when the number of remote agents jump 3X in the future³, it's critical you're thinking ahead on how to keep your agents connected, informed and equipped.

Further complicating the situation is an inconsistent and non-integrated mix of differing technologies. Many current cloud and on-premise contact center solutions are limited in how well they serve agents and customers. These systems can be challenging to maintain and support. They may even be holding your team back from its ability to innovate when it comes to developing new solutions and achieving high service levels.

What are the implications when you don't get it all right? The customer experience suffers, leading to customer attrition. In fact, Accenture's annual survey found that **51% of customers planned to switch providers due to poor service.**⁴ No doubt these are the things that keep you up at night. Agents are slow to react to changing circumstances. It starts with a slightly longer wait for an agent to pick up. Or an agent is held back from providing an answer when he or she can't find the right resources to address the question.

It doesn't take much to upset a customer. When the customer experience deteriorates in this manner, it's not just "a few unhappy customers," or poor CES or CSAT scores. NewVoiceMedia estimates that roughly **\$41B is lost each year** in the U.S. following a bad customer experience.⁵

Poor customer experience is also nightmare fuel for social media and online reviews, casting a pall on your ability to satisfy customers. That's the opening your competitors are looking for to step in, step up, and step over you on the way to delivering a better customer experience and grabbing a bigger share of the market.

53%

**of workers in the US are
non-engaged according to Gallup.⁶**

The Solution is Staring You in the Face

The digital signage directly in front of your supervisors and agents — what they look at every day — is the bridge they need to the right data, at the right time, on the right display and in the right location.

The right data is integrated in real-time with data sources that inform your agents the moment when the situation changes.

The right display can change its layout, colors and content when circumstances demand.

The right time is all about that display's ability to change immediately and automatically, orchestrated by the business rules you set up, triggered by data.

And the right place goes beyond the big wallboard in the traditional contact center. While that will continue to have its place and serve an important purpose, the evolution of the workforce means delivering personalized data and placing relevant resources on an agent's desktop. (It may also mean making this information available to supervisors on mobile devices during travel.)

Of course, that does require contact center technology that is just as "right" as that data, display, time and place. You may already be well positioned to make that happen. Or you may need to consider modernizing your experience platform in order to truly (and easily) embrace new and innovative solutions.

That doesn't need to be a hassle. Plus, the upside potential is tremendous. A motivated, responsive and empowered team of agents focused on improving productivity will help you hit sales goals, lower costs, improve that all important customer satisfaction — and leave the competitors wondering, "What just happened?"

Let's get to it and start looking at these 5 transformational screens.

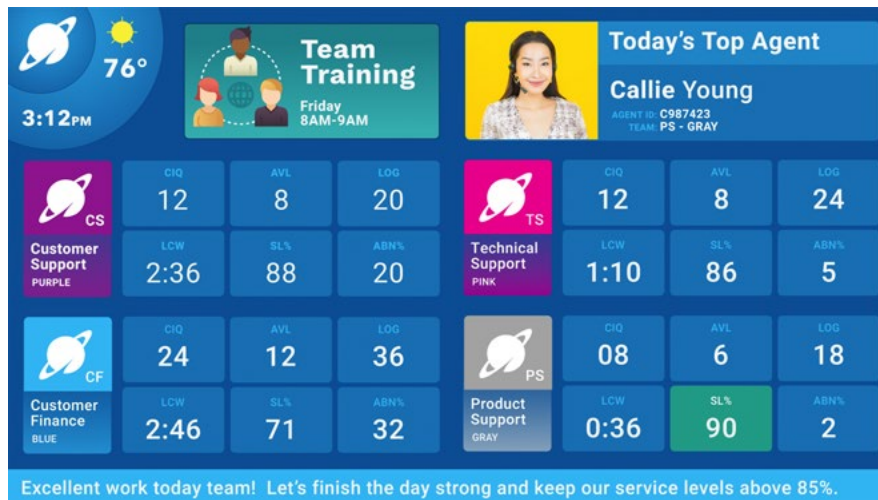
86%

of business executives say frontline workers, directly interacting with customers, need better technology-enabled insight to be able to make good decisions in the moment.⁷

Screen 1 — Escalation

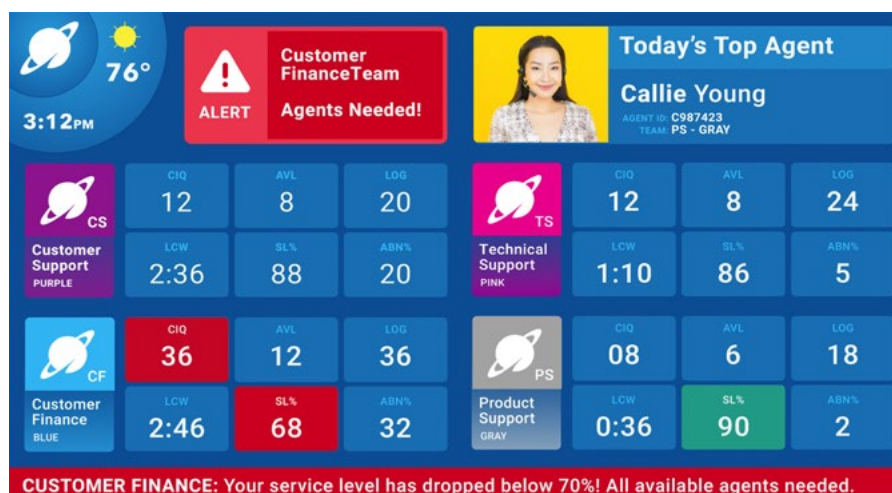
Attention is Everything

The typical screen on a wallboard in your contact center, or on the computer screens of your agents and their supervisors, has tremendous potential for influential messaging. Perhaps that's a message area for employee communications, a news section for industry-specific headlines, a scrolling ticker for adhoc content, or a variety of gauges related to performance thresholds.



What happens to that screen when your call queue suddenly jumps? Changing one data point on a static layout won't adequately set the visual priority. In fact, a small effect like that would almost certainly be lost among the rest of the screen, no matter how well designed. You need to effectively reach out of the screen and immediately grab your agents' attention!

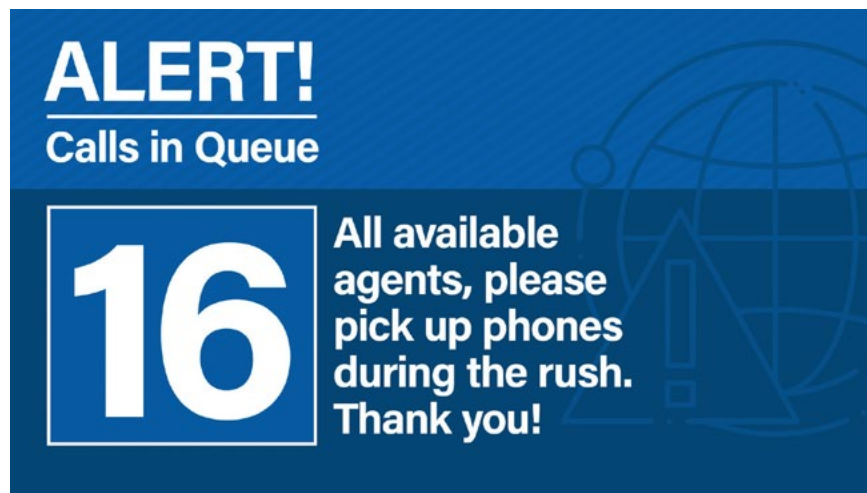
For example, when data points reach a threshold that require immediate attention, a full screen alert is triggered for a set amount of time. Whether that's a wallboard, desktop or mobile screen, your agents will quickly get the message — and take action.



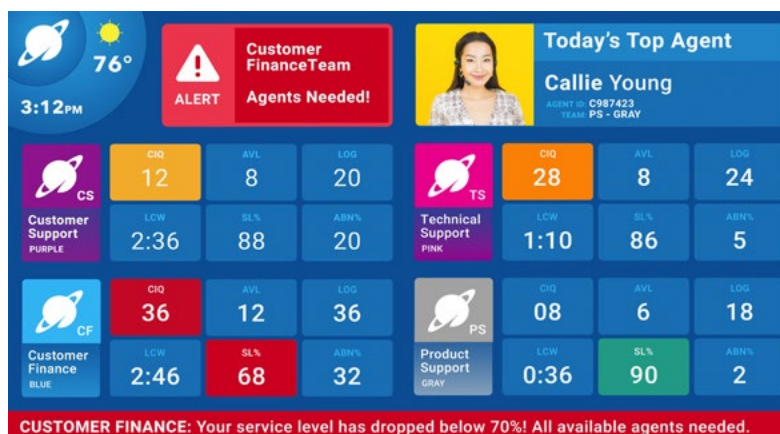
“That’s great! How do I do that with my screens?” Let’s look at the factors that make an escalation screen so effective — there’s more to it than meets the eye!

Switch to a new layout. There are a variety of design elements that can dramatically alter your standard layout and draw immediate attention:

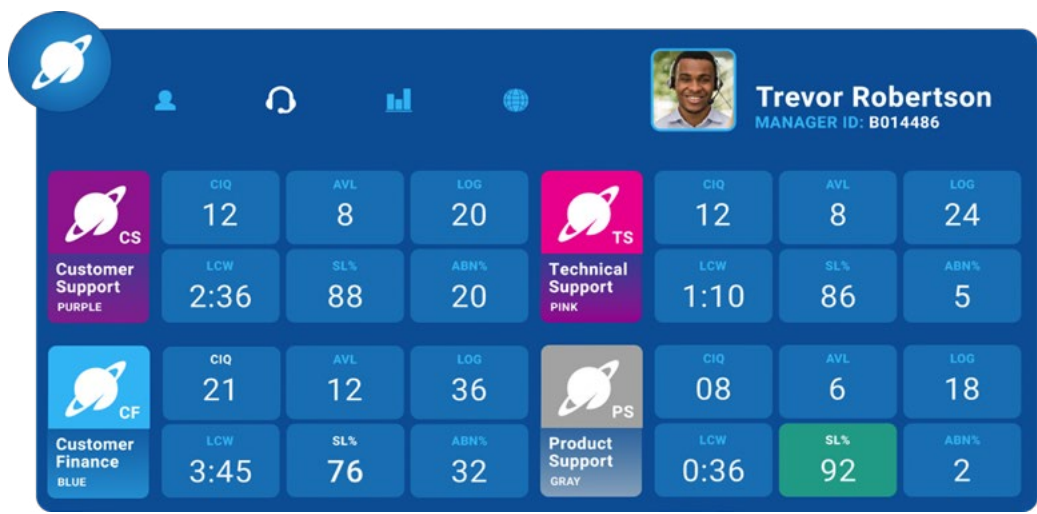
- Remove all non-pertinent data, and any “nice-to-have” information, such as news and employee communications.
- Restrict the layout to only one or two zones.
- Increase the font size on the critical data and numbers.
- Display a clear text-based call-to-action so agents have clarity on their next steps.
- Scroll text or flash the screen with bright colors to signal different situations.



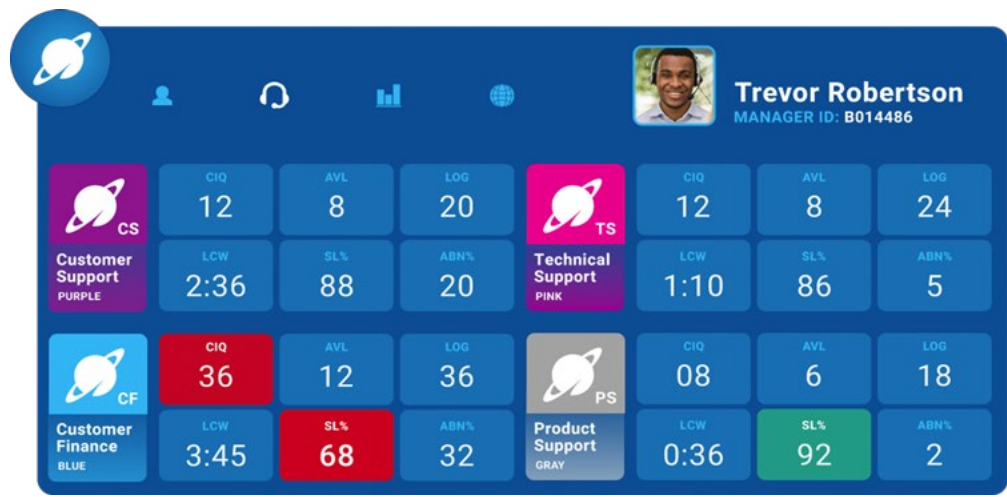
Color code for prioritization. To further enhance the critical nature of certain scenarios, you may want to create a color-coded system that rapidly communicates stages. One contact center uses 4 colors to call attention to the number of callers in the queue. When numbers are normal, the screen background color is green. As the queue increases, agents will see a color escalation to yellow, orange and finally red. This type of “defcon” approach is a visual system that is easy to understand, with a high likelihood to grab attention and trigger agents to actively tackle the queue.



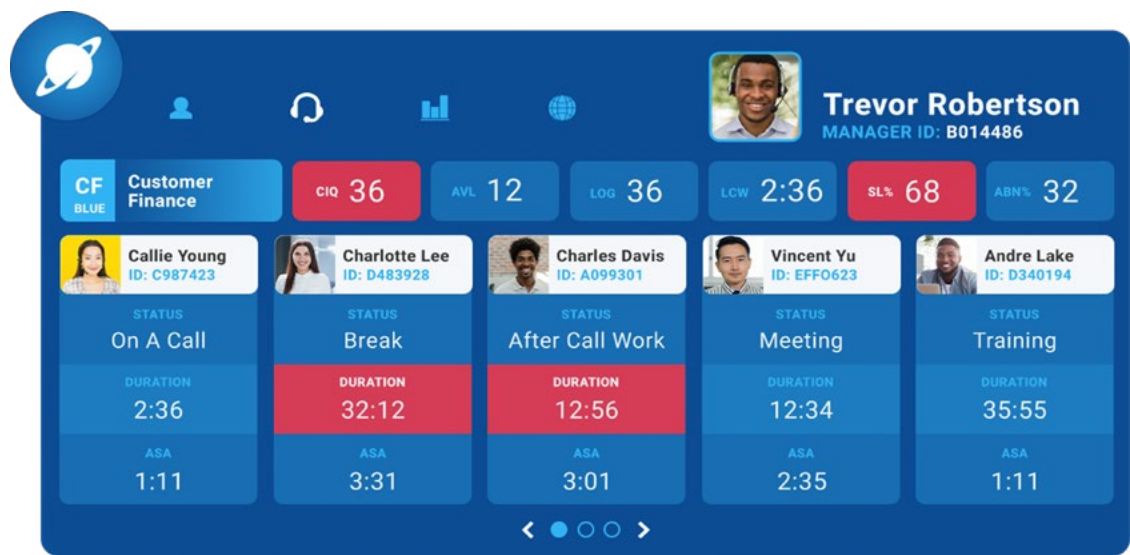
Integrate the right data. Sophisticated KPIs will get lost if the data can't be pulled in and presented on centralized display dashboards that are elegant, engaging and actionable. When the data lives in a variety of different systems – from Automated Call Distribution (ACD), to Customer Relationship Management (CRM), to Human Capital Management (HCM) – you'll require an intelligent content management system that can 1) integrate with your full technology stack and required data sources and 2) empower you to display data in a visually compelling format.



Calculate the switch. The right data is rarely just a single number pulled from one system. It's a product of a calculation: two numbers from two different systems becomes a unique data point. For example, when the ratio of calls in queue to agents available is calculated to be above a critical threshold, that is the trigger that determines when a new escalation screen is shown. You could also pull in revenue for the day from your CRM system and divide that by calls handled, from your ACD system. If that ratio is too low after 2 pm in the afternoon, flash a message for your team so they ask more revenue-generating questions. These new messages don't require a manager's evaluation or approval. The data triggers the switch to a new layout automatically.



Orchestrate the action. With the high-volume of calls and activities (and pressure!), your contact center will benefit from more than just a visual change. Two-way integration between your call handling system and your digital signage system is next level escalation. Behavior-based logic can orchestrate what happens next, automatically re-routing calls in the queue in response to the data and calculations.

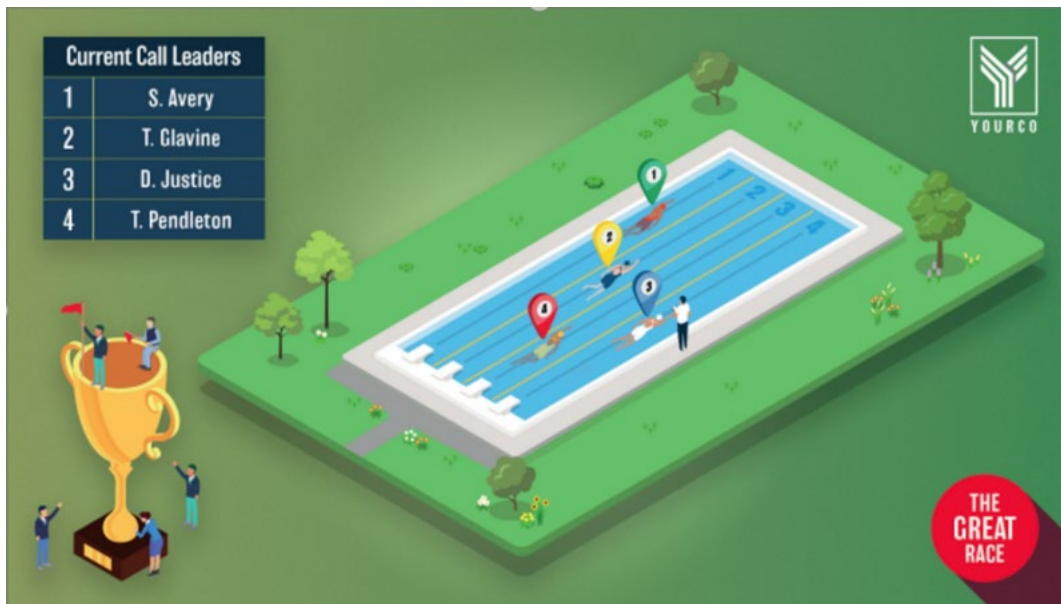


Data-driven businesses outperform their peers in customer acquisition at a rate of 23 times more than their competitors, according to a McKinsey & Company study.⁸

Screen 2 — Contests & Leaderboards

It's Game On!

Who doesn't enjoy a bit of friendly competition? That's the power of Screen #2. Leaderboards enlist your contact center's workforce in the chance to compete against the performance numbers. Use a game-like display as the backdrop to a contest where the object is to outperform an individual or team best. Or how about matching an established KPI goal? Better yet: beat it!



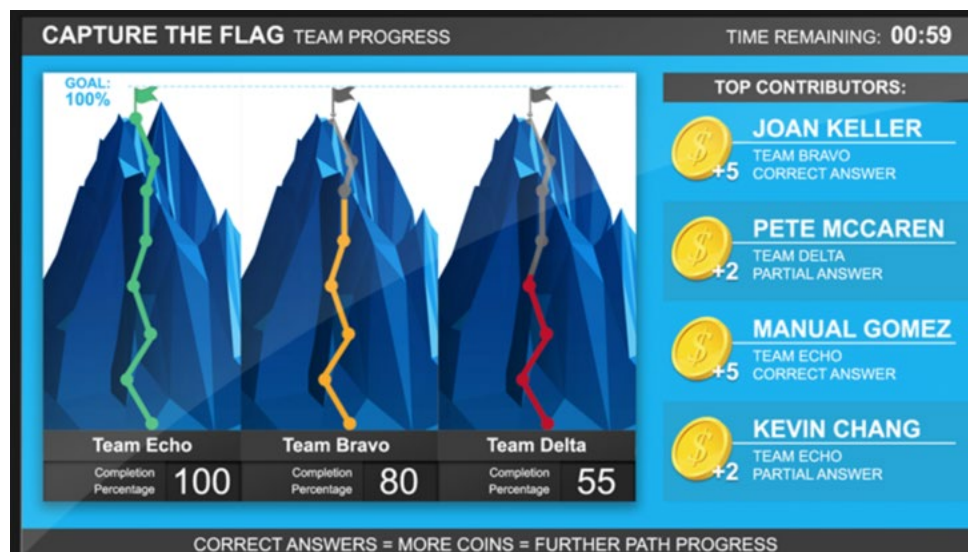
Agents will be drawn to a visually compelling leaderboard, making it even more likely that their attention is on screen when important information and urgent alerts come across the display. What are some screen techniques that contact centers are using to encourage friendly competition among their agents and add some fun to the work?

- Display stats for every call center team, but with a special visual emphasis for the leading team or individual. Your agent-players will be encouraged to compete for that special treatment for themselves.
- Showcase individual contest leaders by including their photo, and more real estate on your leaderboard screen.
- Include pictures of prizes on the screen, along with text that motivates the team to compete.
- Display leaderboard data in real-time so agents will be more inclined to regularly check their performance — and play catch-up if they're falling behind.
- Give your contest a name, and experiment with running it over different lengths of time. But the longer the contest runs, the bigger the prize needs to be!



atulations on ascending to General, Grant Smith!

If you have multiple teams across different contact centers, you can either keep leaderboards specific to each location or encourage inter-team contests. For remote agents, you can take advantage of individual desktops to create even more targeted leaderboards: individual performance, team performance, call center performance, and overall company performance.



Companies with engaged employees had 50% higher customer loyalty than ones with disengaged employees.⁸

Screen 3 — Motivation

Energize Your Agents

Keeping your contact center employees inspired takes more than performance data. While this is the lifeblood of your operations, too much of even a good thing can overwhelm agents. Combining KPI content with more personalized employee alerts and relevant corporate communications creates variety that can help keep energy levels high — and even refresh attention on the stats.

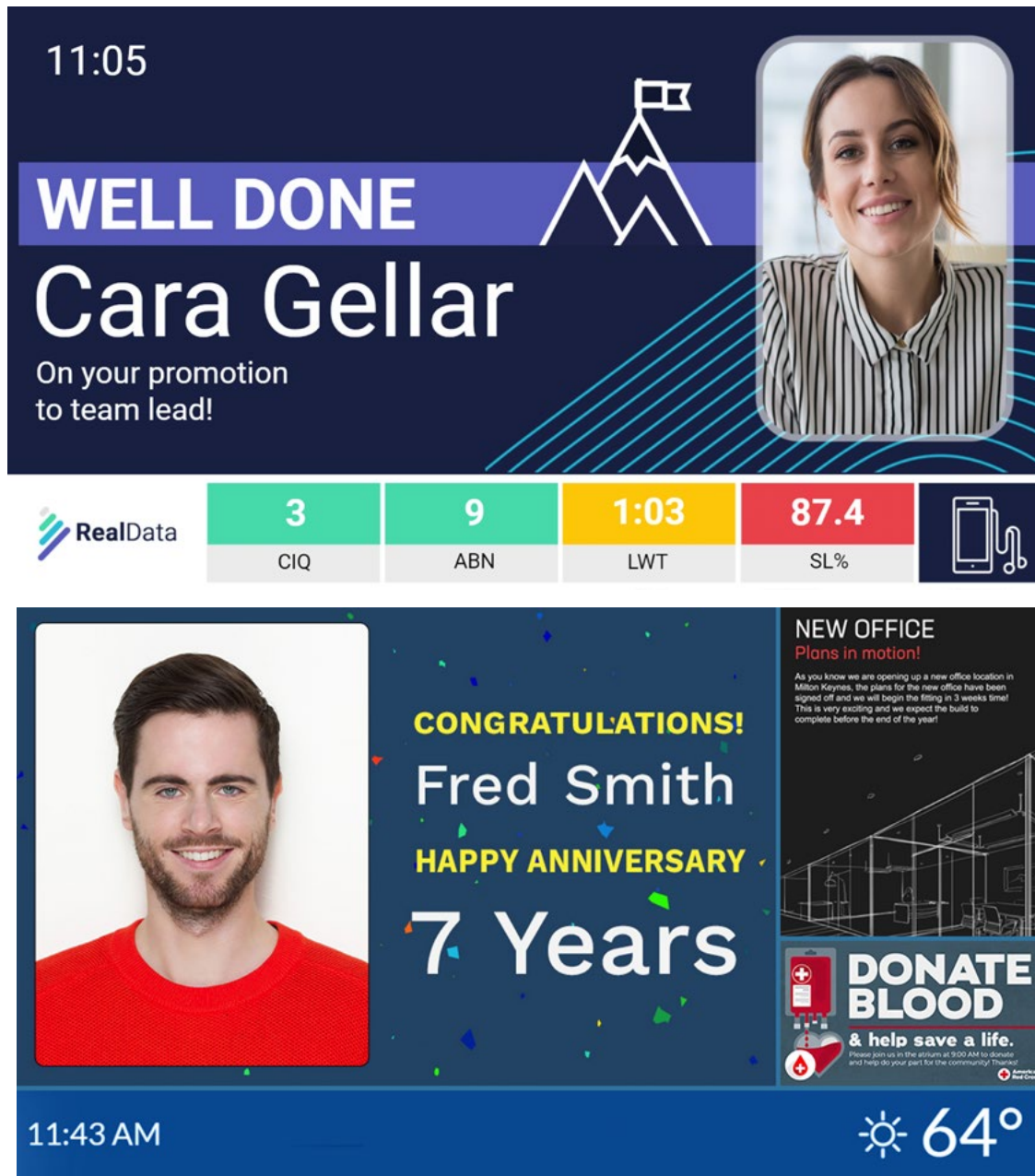
Imagine the power of a “Thank you Bill Wilson for answering the most calls today!” flashing across the screen. Bill will certainly be motivated — as will other agents seeking to gain their own spot on the big board.



The fact that your screens are now super-charged to display any type of data and content means you can design layouts that include:

- Agent success stories
- Motivational quotes & jokes
- Local weather
- Industry news
- Birthdays, anniversaries and personal milestones
- Corporate communications related to wellness and diversity
- Shout outs between team members

Humor, heart and authenticity are just as meaningful to employee performance as hard data KPIs. Include these motivational moments on screen to keep the energy level up, the knowledge flowing and your customers happy.



37%

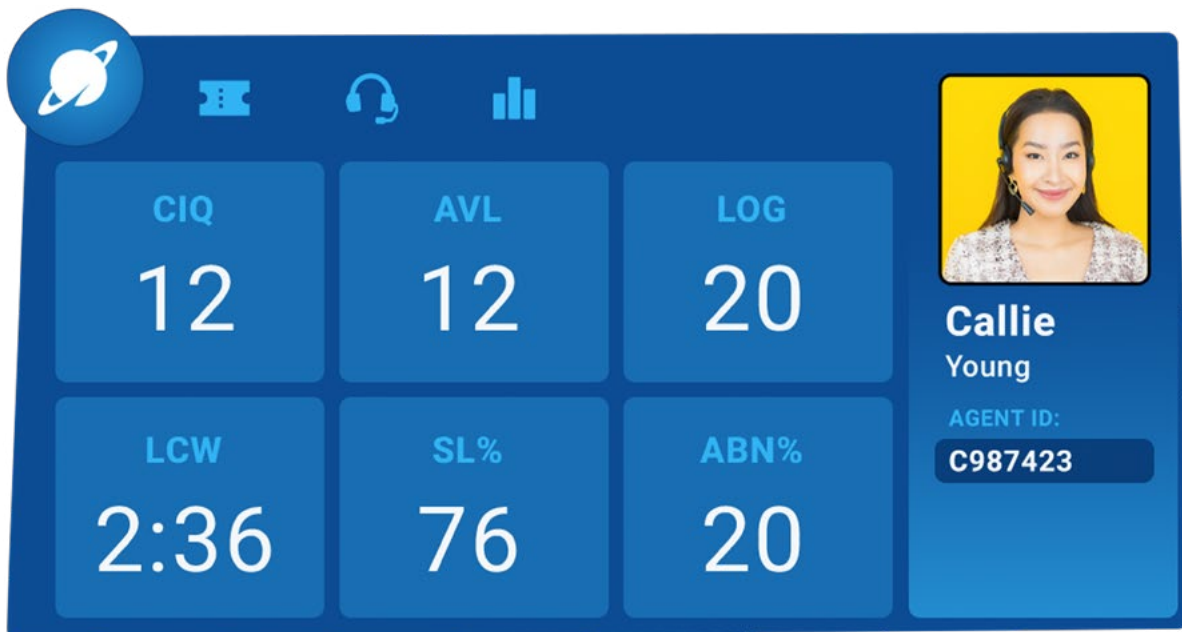
of employees consider recognition most important.¹⁰

Screen 4 — Desktop & Mobile

The Power of Personalization

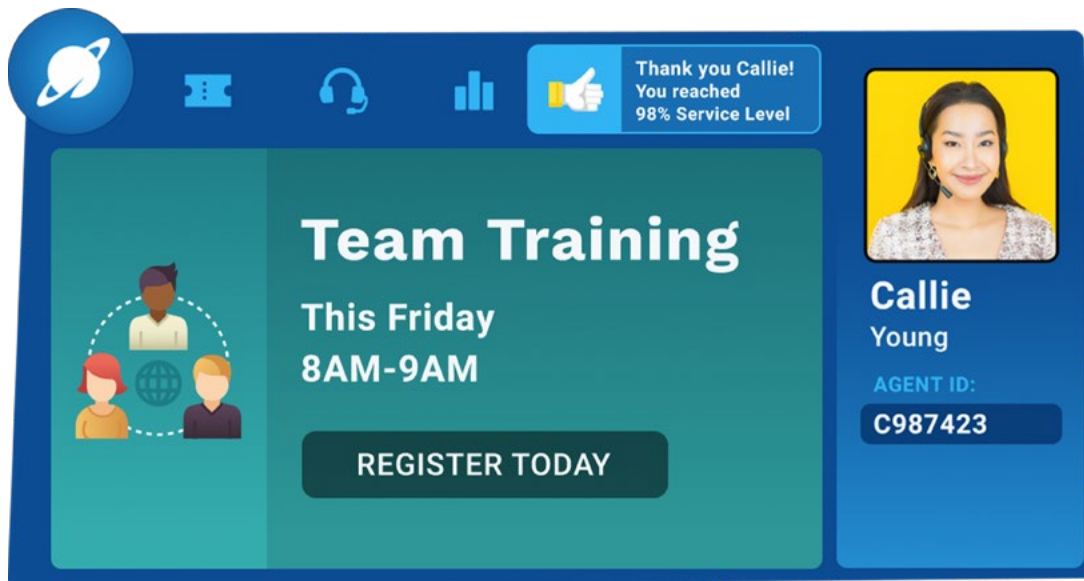
Let's begin this screen reveal with some context. So long as there are traditional physical locations for your contact center operations, traditional digital signage wallboards will work to great effect to manage performance. With their regular updates of status, they continue to draw the eye of on-premise agents and supervisors and direct action with their data.

To enhance engagement, these same large screen layouts include compelling content that range from corporate announcements, weather and scrolling tickers. These additions support the well-documented connection between engagement and productivity: engaged contact center employees are productive agents and supervisors.



Now let's take things to the next level: the very personal level. As noted earlier in these pages, modern contact centers are now built on a remote or hybrid workforce. While this may have at first seemed a challenge, the truth is this has evolved into an opportunity. That opportunity is in personalized, omnichannel signage delivered directly to the desktop computer screens of agents, and desktop or mobile screens of supervisors.

This is, in fact, the only way to communicate digital data to this workforce when remote. For those returning to on-site, in a permanent or hybrid capacity, it is now a chance to reach them on multiple screens. For everyone, it is the ability to deliver signage to contact center employees no matter where they are – and to make that content personalized information.



Personalized to the individual. The exciting part is that when you are able to message an individual agent, then you are delivering screens that are more meaningful and relevant. Engagement in this case can rotate through screens that include:

- The agent's picture, so they know it's personalized to him or her
- Team KPIs vs. the individual agent's performance
- The agent's ranking on contests and leaderboards
- Push notifications that pop up, coordinated with escalation screens

Those notifications can be very targeted to help individual agents in individualized ways. For the agent who isn't looking at his or her screen, the desktop screen can draw attention with more color and animation. And for the agent who is falling behind in his or her queue, the desktop screen can shift to display support materials or a notification that calls are being rerouted to help them regain ground.



Personalized dashboards for supervisors. Supervisors gain their own “power of personalization” with specific screen insight into how a team is performing in real-time. From desktop screen to web browser to mobile view, supervisors that are remote. or on-the-go can be on top of urgent situations, whether it’s team or individual based.

90% of leaders think that an engagement strategy has an impact on business success.¹⁰

Screen 5 — Resources

The Right Tool on the Right Screen

When you can communicate to the individual desktop or mobile screens of your contact center employees, you can help them become more productive with individualized resources.

A resources section in your screen layout can include the most helpful business applications and tools that team members need to be more efficient. These resources can be different for agents and supervisors, relevant to their role.

This grouping can also include access to common employee resources that will make everyone's professional life that much easier — helping them redirect their energies to creating positive results for customers.

What should go in your resource area? Try directing your agents to these resources:

- Contact center application, to see detailed metrics
- CRM to pull up customer information
- HR portal/HCM to manage time entry and other elections
- Paycheck application
- Knowledgebase for fast answers
- Weather forecast
- Team seating chart and team contact info
- Chat/collaboration apps to work with teammates
- Office and Google Docs to access homegrown tools and info



A 9 Point Checklist for 5 Screen Excellence

You've come this far. Are you prepared to go a bit further?

That's more than a rhetorical question, or simply a matter of commitment. ("Yes I AM prepared!") Your technology stack is the defining factor. It is either holding you back — or ready to open your contact center up to many new options. Even a powerful ACD or virtual call center solution can be limited without the right extension to integrate and centralize all those data streams.

Bringing these 5 screens to life — to visualize what matters most, to motivate productivity, to orchestrate better operations, to deliver personalization where it counts — requires an assessment of what your current tech stack can do for you. That's what this checklist is for, to consider honestly: Is your platform delivering? Or does your platform fall short?

Get to checking!

☐ Data integration

- Integrates with other systems natively
- Performs calculations
- Visualizes calculations

☐ Dynamic Response

- Automates actions based on values

☐ Robust CMS

- Creates multiple layouts
- Easy to learn
- Modern communication tool
- Visually stimulating

☐ Professional services partner

- On-premise or hybrid implementations
- Data integrations
- Automation configuration

☐ Signage + desktop + mobile publishing

- Omnichannel publishing
- Notifications

☐ Personalization

- Publish to desktop or mobile for one agent
- Publish to a particular player, single location or single team
- Push notifications
- Supervisor routing of resources to agent during call

☐ Single platform

- One technology fuels multiple locations
- Coordination across geographies
- Consistency and integration between different hardware

☐ Cloud or on-premise

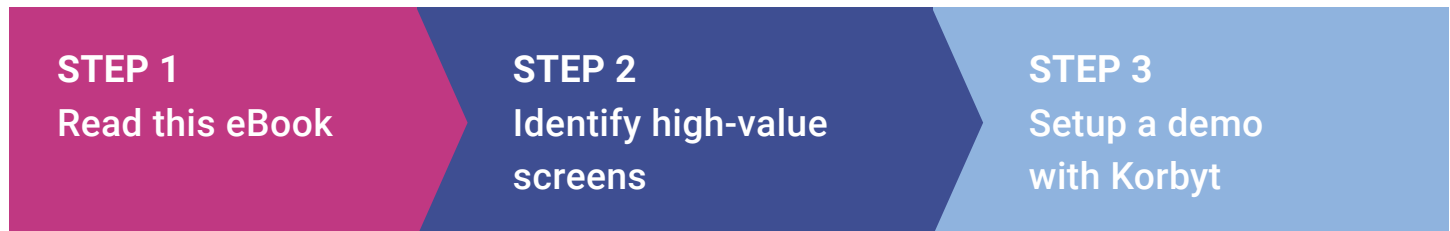
- Experienced support for any deployment: cloud, on-premise, in transition

☐ Corporate communications

- Media asset library
- Professionally designed templates
- Detailed analytics

Companies with a high level of employee engagement are more profitable by a factor of **21%**.¹⁰

And Now it's Time for Those Other Two Steps



Congratulations on (almost) completing Step #1! The “Five Screens of Success” you’ve been reading about represent a bigger picture for your contact center. That’s the power of a workplace experience platform to provide a consistent source of real-time data and communications to keep agents productive, supervisors informed and customers happy.

Or, if you’d prefer to cut to the chase: set you up to crush your contact center KPIs. :)

You were promised the next two steps to transform your contact center experience for employees and customers, and so here they are. Both are easy – and both are full of potential for your supervisors, agents and customers.

Step 2

Identify the screen that you think would most benefit your contact center. Looking to motivate? Want to try out leaderboards? Ready to enhance the employee experience through personalization? Or maybe your team will raise their game with escalations, or better access to resource tools?

Step 3

Contact Korbyt with that screen in mind, and we’ll set up a demo that connects your interest with Korbyt Anywhere: the workplace experience platform that can bring any and all of these screens to life to help your contact center supervisors and agents work to their highest potential.

The Anywhere Advantage

In hundreds of contact centers at some of the biggest global companies, it's Korbyt Anywhere that elevates, integrates and visualizes call center data sources, empowering supervisors and agents with the at-a-glance information that makes for happy customers.

The very same screens we've covered off in this eBook are at work around the world. So what do you say? Let's make time for your modern contact center to meet our modern workplace experience platform.

For a limited time, our Professional Services team is committed to an offer you won't find anywhere outside of this eBook: when you register for a Korbyt Anywhere demo, you'll also receive a 30 minute strategic consultation session on your needs – and potential solutions.

Learn directly how Korbyt Anywhere creates a new experience for your supervisors and agents, with easy-to-use data tools that deliver dynamic visualization and personalization, coupled with efficient, effective automation of operations based on business rules and workflows.

To secure your no-obligation offer:

[Sign Up for a Demo](#)

Thanks for taking the time to read **"5 Screens to Boost Your Contact Center Performance and CSAT"**
We hope you enjoyed it as much as we enjoyed preparing it for you! We look forward to meeting with you soon.

Your Korbyt Anywhere Team

References

- 1 Qualtrics XM Institute, Bruce Temkin and Moira Dorsey and David Segall, The Global State of XM, 2020
- 2 Forrester, Ian Jacobs, Predictions 2021: It's All About Empathy, Digital, And Virtualizing Customer Care, 2021
- 3 Destination CRM, Phillip Britt, The Top Customer Service Trends: Contact Centers Grow Use of the Cloud, AI, and Other Technologies, 2020
- 4 Accenture, Mark Curtis, Kevin Quiring, Bill Theofilou, Life Reimagined: mapping the motivations that matter for today's consumers, 2021
- 5 NewVoiceMedia, 2021
- 6 Gallup, Jennifer Robison, Communicate Better With Employees, Regardless of Where They Work, 2021
- 7 ThoughtSpot, Sudheesh Nair, Understanding the Link Between Frontline Workforce Empowerment and Business Success, 2020
- 8 McKinsey & Company, Alec Bokman, Lars Fiedler, Jesko Perrey, Andrew Pickersgill, Five facts: How Customer Analytics Boosts Corporate Performance, 2014
- 9 Korn Ferry, Measures for Success: Assessment of Two E's – Engagement and Enablement – can Give Organizations Powerful Insights on Inclusion Beyond Diversity
- 10 Gallup, Designing the Employee Experience to Improve Workplace Culture and Drive Performance, 2021
- 11 Accor, Steve Crabtree, Global Productivity Hinges on Human Capital Development, 2018

