

Improving Performance Variability: Coach for Results



Strength Conditioning: Capabilities for Consistency



By combining logic and human emotion, we can apply one of the most important factors in coaching: **empathy for others.**ⁱ

The Industry Challenge



Because people are vastly different, extreme variations in performance continue to occur even when two separate agents have received the exact same training from the same coach.

As partners in learning, coaches must listen carefully and be open to agents' unique perspectives. If agents share emotions without judgment, they'll naturally be encouraged to make progress toward their goals, and they'll more easily recognize their successes.



Differentiating Factors in Agents

Even accomplished leaders can struggle to manage multiple employees with different talents and backgrounds, but with the right agent insights, performance improves. Great coaches adjust their management styles, processes and support systems to match individual agent needs. They are also mindful of the many differentiating traits below.



REASONING SKILLS

Language
Comprehension
Problem Solving



PERSONALITY TRAITS

Mindset
Empathy
Self-reliance



MOTIVATORS

Coaching
Inspiration
Incentives



DEMOGRAPHICS

Age
Experience
Maturity

A group of athletes in a gym, leaning forward in a starting position, with a coach standing behind them. The scene is lit with a warm, golden light, creating a focused and intense atmosphere. The athletes are in various stages of their starting crouch, with their hands on the floor and heads down. The coach is positioned behind them, looking on. The background shows a gymnasium with other people and equipment, but they are out of focus.

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Exploring Solutions

Coach to Success

What makes some coaching efforts thrive, while others fail? For coaching to be successful, agents must know how their work creates value and contributes to their team's success.

Two modern tools that Alorica's coaches use to help agents reach their potential are **eCFR**, our proprietary Electronic Coaching for Results software, and **gamification**.



eCFR



Gamification

Engage for the Win!



With **eCFR**, agents have online access to their performance results and quality scores, and **gamification** allows them to learn new information through a fun, interactive format.

Both of these user-friendly tools help agents—as well as management—develop into smarter, more confident employees. Plus, feedback is encouraged and frequently implemented, simplifying the processes and tools for an even better experience for everyone.



Coaching for Results

Alorica's supervisors use the eCFR system to help agents develop and continually improve their performance and quality results. This structured weekly coaching program improves performance and drives agent-level accountability to key metrics by identifying and coaching to specific behaviors.

Effective coaching is based on:

- **Positive reinforcement programs** aimed at driving the right behaviors
- Action plans built using **SMART methodology**
- Adapting to agent **behavioral personality profile**

eCFR System



Here's how eCFR works. First, agents complete questionnaires in eCFR to determine their own personal motivation and learning styles. This greatly assists managers when interacting with and coaching agents.

Then, because each program is customized to manage agent and operational leader expectations, agents receive positive reinforcement that drive the right behaviors, continuously improving performance and successful growth. Both agent and coach can track and analyze progress over time through stored reports and alert notifications. In addition, both agents and management are encouraged to submit comments or questions which allows for data mining that can be used in the future.



Gamification

According to leading HR Analyst Jason Averbrook, deeper engagement and increased alignment with corporate goals are attainable by applying the same principles that inspire people to play games: **“achievements, status and rewards.”**^{iv}

Gamification engages employees and gives them a positive boost in recognition and incentives. It’s quickly becoming part of contact center culture—and after all, shouldn’t we have fun while learning? Game on!



Gamification

By applying game mechanics to non-game experiences, gamification motivates high-value activity while reinforcing a fun, positive culture. Its use by hiring teams and coaches is becoming increasingly widespread in the contact center industry. Plus, it can supplement current incentive programs and accurately track and manage incentive costs.

Coaches are finding that gamification also leads to improved manager tools, more detailed reporting and dynamic goal setting, as well as increased employee satisfaction, which drives down absenteeism and attrition—all contributing to a reduction in performance variability.



Agents Who “Game” Are a Win-Win

We saw a **15%** boost in CSAT when gamification was used to help Alorica agents serve their retail client.

Because most frontline agents are between the ages of 23 and 30, Alorica often implements gamification to appeal to the millennial’s responsiveness **to instant gratification, recognized achievement and social interaction**. Across various programs, training and management, gamification **promotes internal competition, drives performance and increases employee satisfaction and engagement levels**.

Several key attributes help to recruit and ultimately retain this type of employee. The right candidate:

- Is accustomed to sharing information online
- Enjoys constant connection to peers and performance
- Loves teamwork and healthy competition
- Possesses an achievement-oriented demeanor
- Revels in the redemption of well-deserved rewards and recognition
- Desires job satisfaction, not just a paycheck



Agents crave guidance and clear direction, and they thrive when it's delivered by kind and approachable leaders. Meanwhile, consistency improves when learning is fun. The right coaching focuses and drives improvement in discretionary effort—that moment when an employee decides to go above and beyond what is acceptable performance and into optimal performance.

For more information on transforming your company—and consistently delighting your customers—call 866-ALORICA or email sales@alorica.com.

A group of athletes in a huddle, celebrating, with a warm golden glow. The athletes are wearing dark jerseys with white accents. One athlete in the foreground has the number 13 on their back. The background is dark, and the overall atmosphere is celebratory and energetic.

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About Alorica

Alorica



Alorica is a leading provider of Business Process Outsourcing solutions that span the entire customer lifecycle. Good, glad we got that out of the way. Here's the deal—we think serving customers is awesome. And that's why, when it comes down to it, we really only do one thing—we make lives better...one interaction at a time.

PASSION • PERFORMANCE • POSSIBILITIES

These are the principles that guide us in helping others make better choices and informed decisions. They're more than words. They're our rally cry.

PASSION

Everything starts with conviction. A desire to obliterate the status quo, and the audacity to believe that we will. We're problem solvers. Question answerers.

Strategic dreamers. We see every interaction as an opportunity to create opportunities—for our customers, our clients, our colleagues and our communities.

PERFORMANCE

We're 110% committed to the end result. Onward and upward, it's all about taking our clients to the next level. We stay engaged. We mine new sources of inspiration. And we give it our all, no matter the challenge. They say go big or go home. We don't believe in the latter.

POSSIBILITIES

100,000 employees. Operations in 15 countries. Over 70% of our business is with Fortune 500 companies. So where do we go from here? Anywhere. Everywhere.

We're always innovating, evolving, imagining new ways to continuously improve. Some see the sky as the limit. We see the sky as a stepping stone.

WHAT'S IN OUR SECRET SAUCE?

A spoonful of customer care. A dash of technical support. A pinch of revenue generation. Equal parts receivables management, customer retention and reverse logistics. Fulfillment and B2B solutions, for sweetness. And finally, hosted contact center solutions, direct response and back office processing for that added kick. Guess it's not so secret anymore, huh...

Bibliography

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