Contact Center Leadership that Delivers

5 Insiders' secrets

MWCCA
Midwest Contact Center Association

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The first communications cable spanning the Atlantic became operational in:

A   1858

C   1926

B   1876

D   1956

The first message was:

A May this prove to be a bond of perpetual peace and friendship.

B Save our ship!

C Glory to God in the highest; on earth peace, good will towards men.

D This is the dawn of a new age.

The cable lasted:

A Three weeks

C 30 years
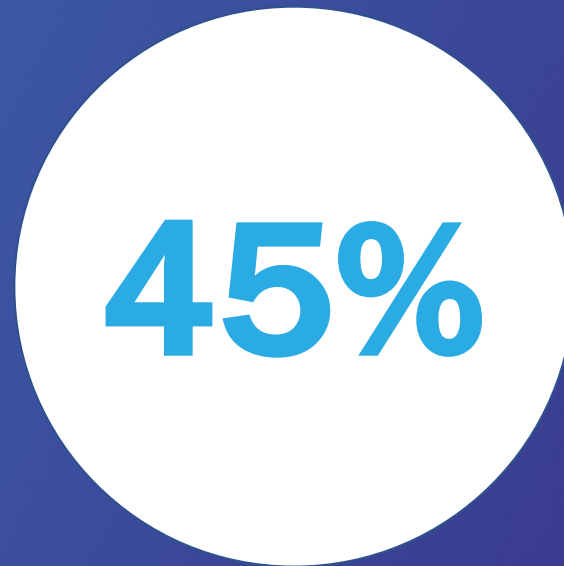
B Three years

D Still operational

The percent of employees who don't feel that they can grow their careers with their current employer?

45%

Book Slides

Recommendations at a Glance

pp 227-228
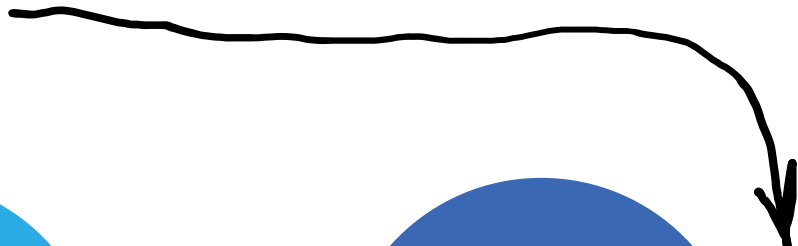
Insiders' secret #1:

Making your case

Inflection Point (2022)

Ebook

INTERNET / WEB-BASED
(2000)

SMART PHONES / APPS
(2010)

AI / MACHINE LEARNING
(2020)

The Table the C-Suite Loves

NEW
Excel Calculator

Input: 100 customers in 30 minutes
Average Handling Time: 5 minutes

Employees/ SL/20 sec	|<=	Number	of	customers	waiting	longer	than	x	seconds	=>|	
	5	10	15	20	30	40	50	60	90	120	180	240
17 (11%)	90	90	89	89	88	87	86	85	82	79	74	69
18 (39%)	65	64	62	61	58	56	53	51	45	39	30	23
19 (59%)	46	44	43	41	38	35	33	30	24	19	12	7
20 (73%)	32	30	29	27	24	22	19	17	12	9	5	2
21 (83%)	22	20	19	17	15	13	11	10	6	4	2	1
22 (89%)	14	13	12	11	9	8	6	5	3	2	1	0
23 (93%)	9	8	7	7	5	4	4	3	2	1	0	0
24 (96%)	6	5	4	4	3	2	2	1	1	0	0	0

Insiders' secret #2:

Establishing a compelling vision

The picture that went viral

"We inspire, educate and outfit for a lifetime of outdoor adventure and stewardship."

—REI

"Make government services simple so people can get on with their lives."

—Services Australia

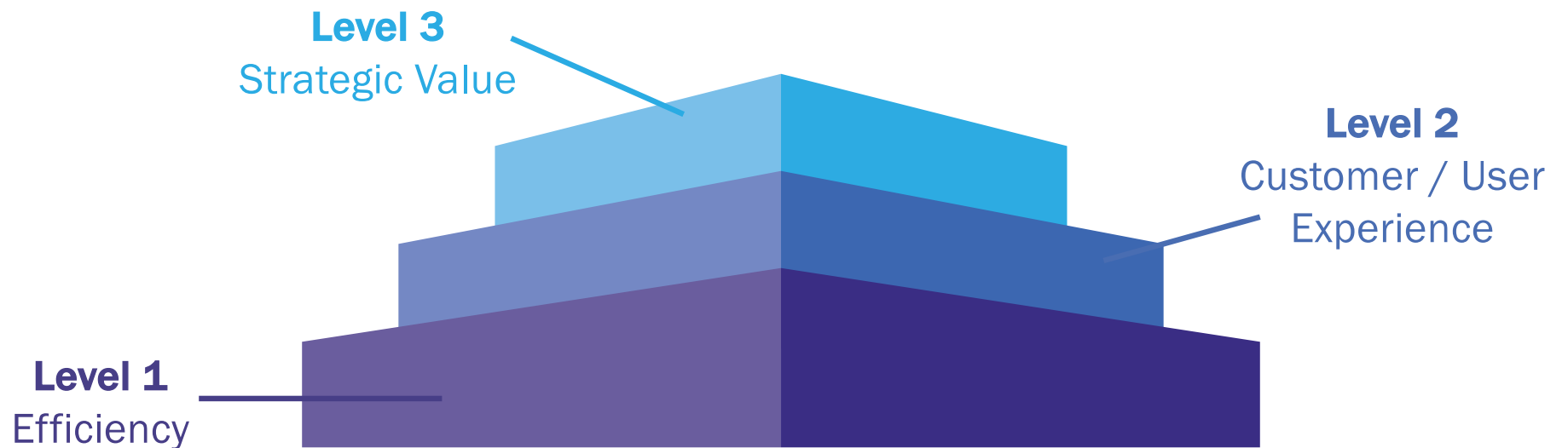**Insiders' secret #3:**

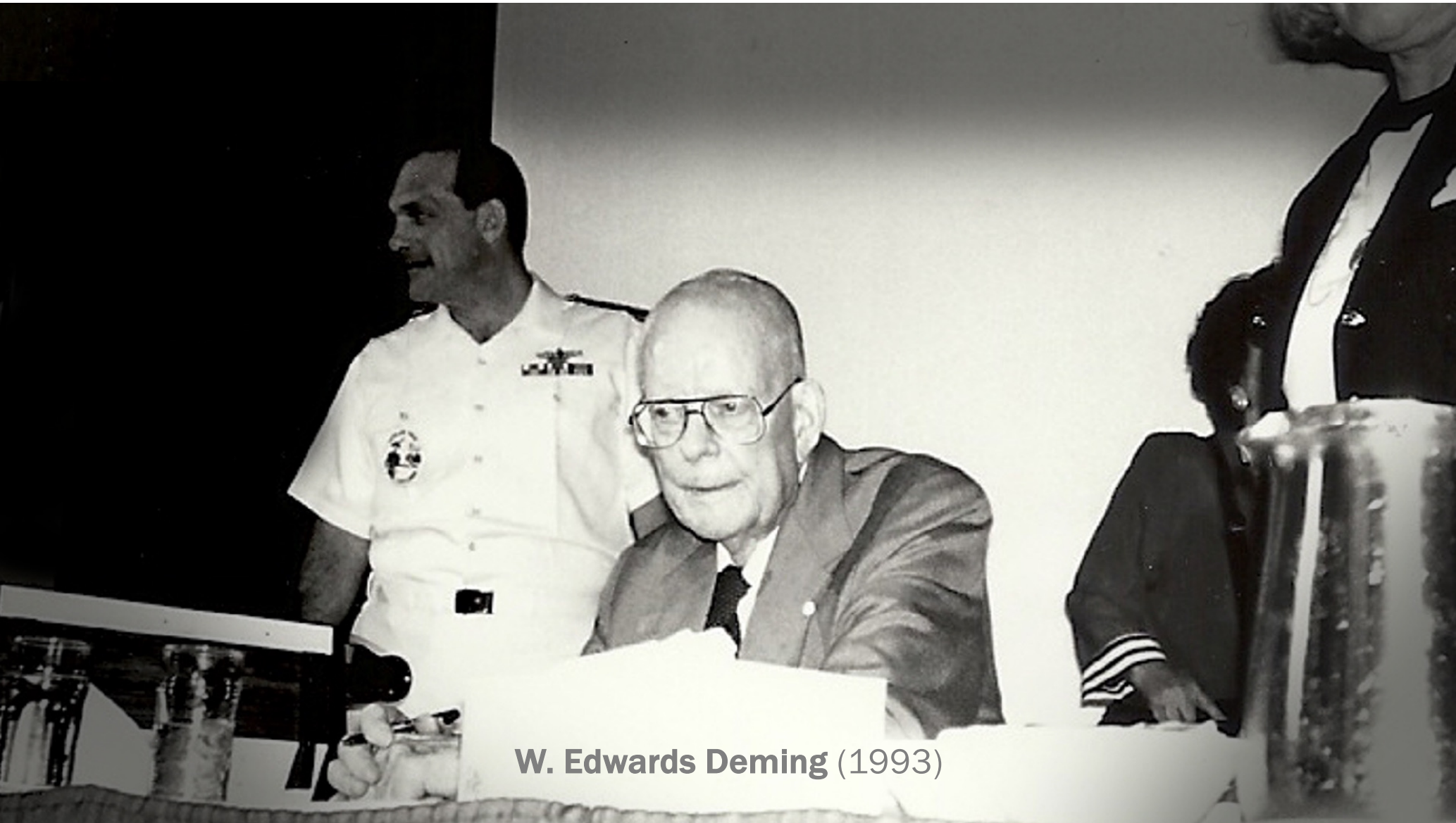# Cultivating strategic value

Three Levels of Value

Level 3
Strategic Value

Level 2
Customer / User Experience

Level 1
Efficiency

Leadership...

+1600%

How much a portfolio of the world's simplest brands has beaten the average global stock index since 2009

Insiders' secret #4:

Building a culture of innovation

W. Edwards Deming (1993)

100% participation

- Capture
- Assess
- Implement
- Celebrate

Insiders' secret #5:

Leadership that Lasts

Resources

Welcome MWCCA!

Slides

Customer Queue Calculator, Version 1.2

> *Note: You will need to Enable Macros when you open the calculator in Excel. You will find information on how to use the calculator and a contact for support in the Instructions tab.*

ROI Calculations Toolkit

Ebook, agent retention and engagement

Insiders' → Insider's

About

Brad Cleveland is known as one of today's foremost experts in customer strategy and management. He has worked across 45 states and 60 countries for clients as diverse as American Express, Apple, USAA, the University of California and the federal governments of Australia, Canada, and the U.S. Brad is author of *Contact Center Management on Fast Forward* (ICMI, 2019), which received an Amazon.com best-selling award, and *Leading the Customer Experience* (Kogan Page, 2021), which was selected as a NYC Big Book Award distinguished favorite. His LinkedIn Learning courses on customer service and customer experience topics have received close to 1 million views. Brad is a founding partner and former CEO of the International Customer Management Institute (ICMI) and is today a sought-after speaker and consultant.

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