

Case Study

Does Being Efficient Deliver Great Customer Experience?



Inefficiency can be a poor experience when looking at the average handle time in a contact centre, but does a low AHT always equal a better customer experience? The short answer: not necessarily.

How we helped

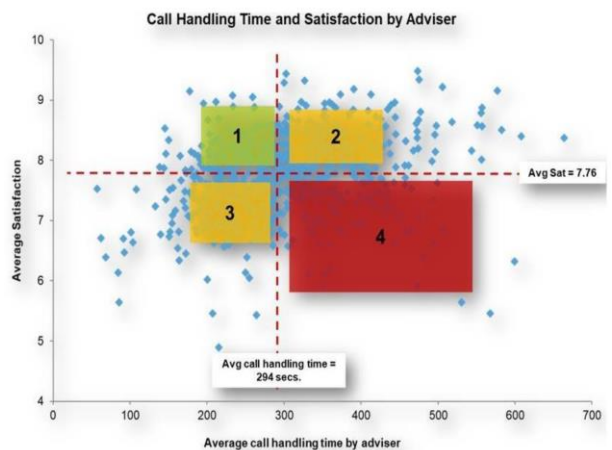
In a recent study into agent performance around two important operational metrics, Call Handling Time and Customer Satisfaction, we uncovered the 4 (or 5) different groups of agents with the purpose of identifying individual coaching actions to reduce overall CHT and improve customer satisfaction.

In the adjacent example, we show how we correlated CHT and CSAT to identify 4 groups of agents to determine different coaching initiatives.

Our Solutions

We offer a swift and effective way to answer crucial questions and discover hidden trends and patterns providing actionable insights that relate purely to your business.

Trust our skilled experts to help you understand what better looks like for your business!



- Group 1** - Role models higher than average CSAT and lower than average AHT. They handle the call efficiently and the customers satisfaction is high.
- Group 2** - Friendly resolvers resolved the customer issue, however there are opportunities for efficiency.
- Group 3** - A split of, 1, super efficient, but would benefit from a friendlier manner or 2, frustratingly incompetent (*Inability to resolve the customer issue driving customers to terminate the call without resolution [and driving repeat calls!]*).
- Group 4** - need help in the main, customers showing patience but at the detriment of CSAT and costing the driving inefficiency.

Get in touch

Get in touch with our analytics experts today

Lee Mostari

Director of Insights & Analytics

✉ info@embergroup.co.uk

☎ +44 (0)20 7871 9797