

A Day in the Life of a Contact Center Agent

AI-Enhanced WEM Powered by Alvaria





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62%



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Agents have a thankless job—dealing with high call volumes and oftentimes, not so pleasant customers. According to a recent [Gartner report](#), 43% of reps reported they were overwhelmed by the number of systems and tools needed to complete work; and on top of the complexity, 62% reported that their systems provide them with unnecessary information.

Agents shouldn't be bogged down by process and software complexity. It gets in the way of doing what they do best—connecting with customers. Technology and agents should work together to fuel positive connections with customers—helping agents spend less time worrying about procedures and more time solving problems. Organizations can harness AI-powered workforce engagement management solutions to provide an essential foundation for agent success.

Let's take a look at the day in the life of a contact center agent and how these solutions enable them to be productive and efficient in their fast-paced, demanding jobs:

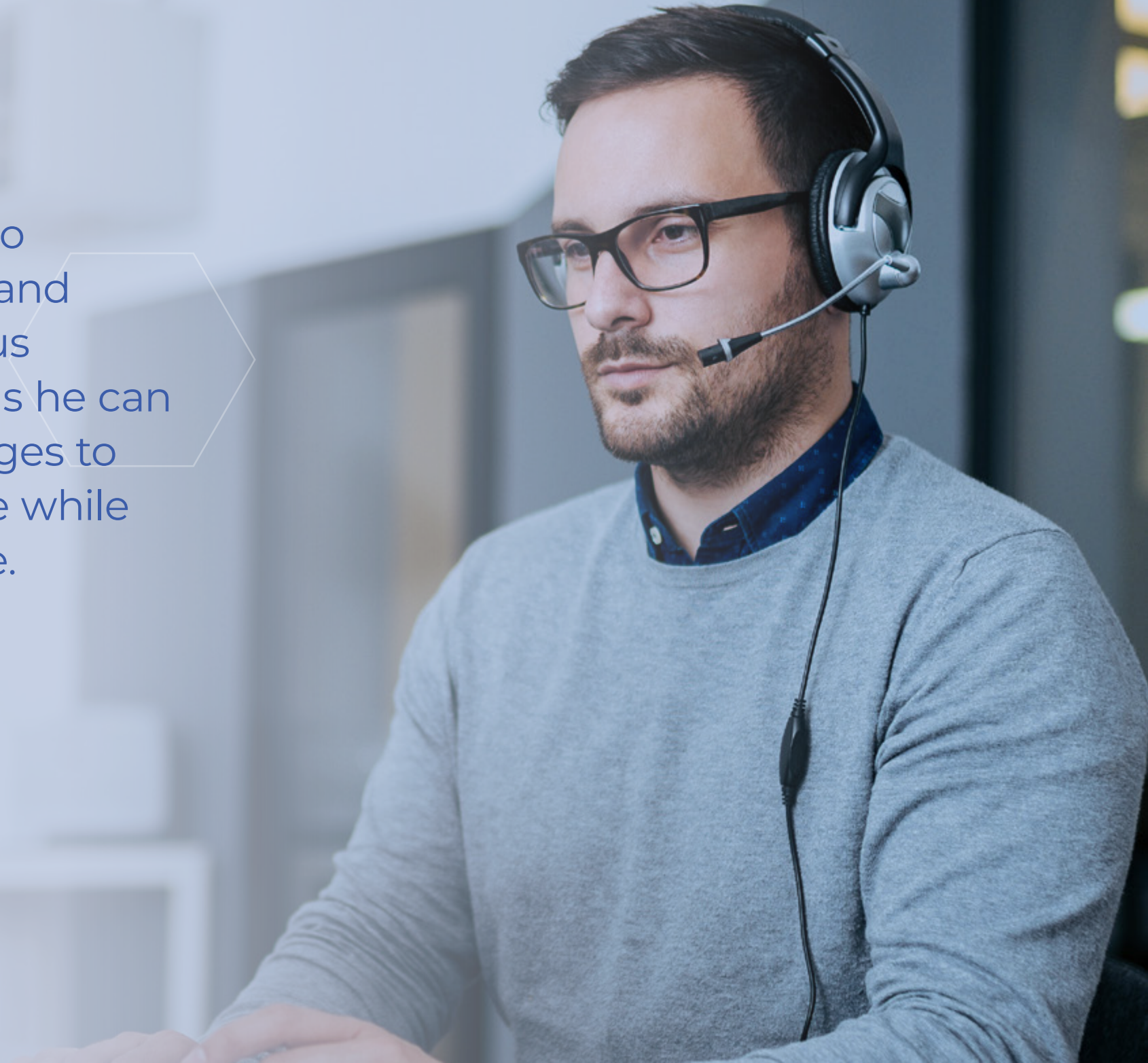


Meet Tom

Tom is a customer care agent at a well-known global bank that offers personal, commercial and retirement accounts. Tom is responsible for taking inbound calls and providing service-related assistance to customers, including account opening/closing, troubleshooting support and product and service information, as well as handling complaints. He works the first shift (6am–2pm) and, on an average day, takes roughly 90–115 calls.

Tom Clocks In

Before Tom enters the call queue, he likes to check the upcoming work week schedule and reflect on his performance from his previous workday. This allows him to determine areas he can improve upon and how he can make changes to become more efficient and knowledgeable while enhancing the overall customer experience.



Alvaria Workforce™

Promoting Work/ Life Balance



1

Tom has a doctor's appointment and can't work during his upcoming shift on Thursday. He calls his co-worker, Amy, to ask if she's willing to swap her Tuesday shift for his Thursday shift. She agrees, so he submits the shift swap.

2

Tom receives a notification from Alvaria Workforce that his deadline to submit his shift bid is coming up. He discusses the schedule that would work best with his family and submits his bid for the upcoming schedule change.

“ ”

“After implementing Alvaria Workforce, Dish Network increased their schedule adherence rate to 90%.”

— [Dish Network Case Study](#)²

Alvaria Performance™

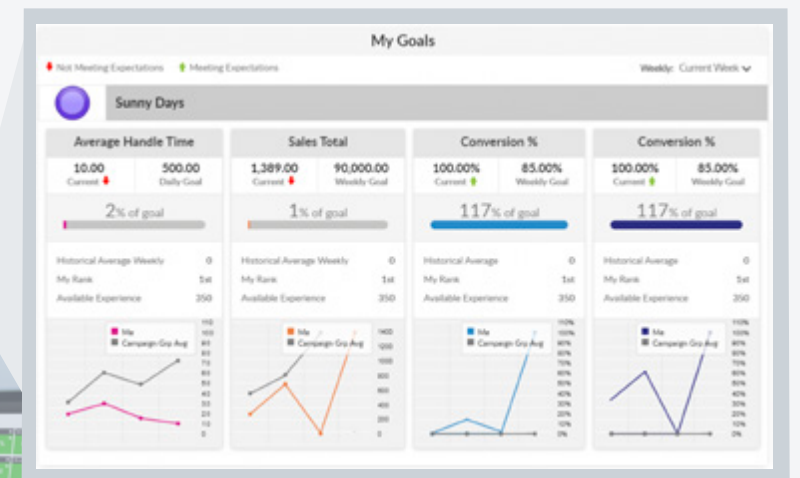
Full Transparency and Feedback

1

Performance is important to Tom. Before he begins his shift, he always checks his personal KPI dashboard. He notices he is falling below on the average handle time (AHT) goal set for his group.

2

He sees he has a notification regarding feedback on a call recording from the previous workday. This feedback contained tips on ways he could have reduced his caller's hold time, which would have reduced his overall AHT.

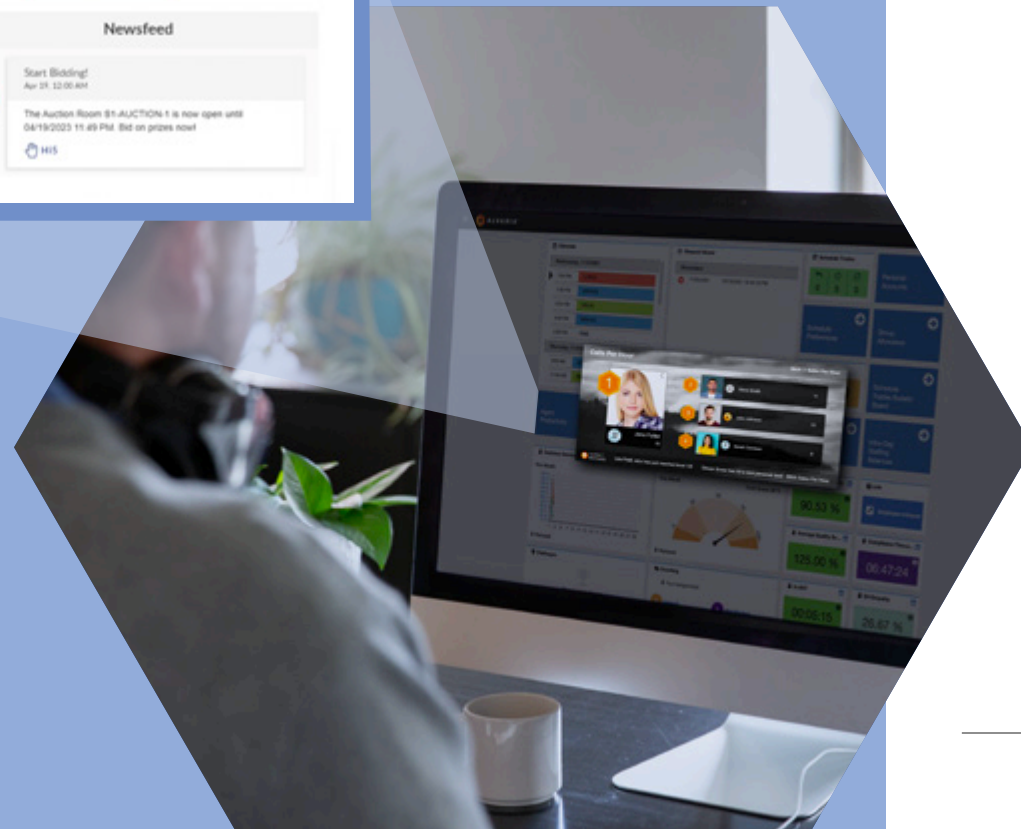
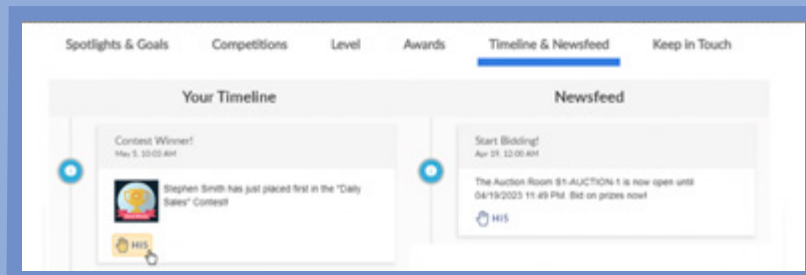


According to the [2022 Alvaria Agent Index Study](#)³, 80% of agents agreed that checking their personal performance metrics at least once daily has resulted in greater job satisfaction and engagement.



Alvaria Motivate™

Enhanced Engagement and Motivation



1

Tom's company has done an assessment of the contact center and determined that AHT is an area where the team can set aggressive targets to improve upon. They believe if done properly, it will increase CSAT and employee SAT. Tom is alerted about a new competition around reducing AHT and the winner gets a half day of paid time off.

2

Armed with the coaching he has received, Tom is confident he has a shot at winning. He has been looking for a way to attend a soccer tournament he's been following. Tom is a competitive person, so he signs up and looks at the current leaderboard to size up the competition. He notices a few of his teammates are already participating, so he sends them kudos.

“ ”

“Sekure Merchant Solutions used Alvaria Motivate to increase their agent retention by 62% and increase leads generated by 15% per agent per day.”
— [Sekure Merchant Solutions Case Study](#)”

Alvaria Real Time Optimizer™

Improved Productivity and Performance



“Collaborative intelligence maximizes human strength and provides a better-together approach.” — [Forbes](#)⁵

Even a high performer like Tom can get distracted from what he should be doing at any given time. After completing his development tasks in Alvaria Performance™ and peer networking in Alvaria Motivate™, he spends a little too long looking at game-time update texts about his favorite soccer team. When he returns to his desktop after silencing his phone, he’s confused where he left off. Tom then receives a desktop notification that prompts him to take inquires and his phone status is automatically set to available.



Tom Enters the Call Queue

Call volume has increased, so Tom puts aside his development tasks and peer networking to enter the call queue and take inbound inquiries.



Alvaria Automate™ Attended Desktop Assistant



Tom understands the customer is having an issue opening a personal checking account. After a review of the customer's application, Tom sees the delay is due to the bank's identity verification process, which involves running important personal information against government-backed databases.

Alvaria Automate Attended helps Tom by making the process more efficient, reducing the risk of fraud and error and improving the end-customer experience. Once Tom verbally confirms with the customer that the personal information in the application is accurate, he is able to process the verification almost immediately because of the elimination of manual data entry and information across multiple systems.



According to research by [Mckinsey & Co.](#)⁶, “the biggest driver of great customer experience is the ability to solve customer issues in the first contact.”

Alvaria Quality™

Fair and Effective EX Fuels CX Results

68%

of agents feel they are
judged fairly as part of the
QA process

1

In the background, Tom's interactions are being recorded and evaluated using a consistent standard of evaluation that reduces bias and favoritism. This matters to Tom because he knows he's getting scores, so he can improve his call handling technique according to a set standard he and his teammates are all held to. According to the [2022 Alvaria Agent Index Survey](#), only 68% of agents feel they are judged fairly as part of the QA process (down from 75% in 2021).

2

Fair judgment is important to Tom and agents like him since there is a strong correlation between agents who believe they work in a fair environment and higher job satisfaction.

“ ”

Agents who experience workplace fairness show up to 27% higher levels of retention.
—[Gartner](#)⁷

Alvaria Real Time Optimizer™

Improved Productivity and Performance



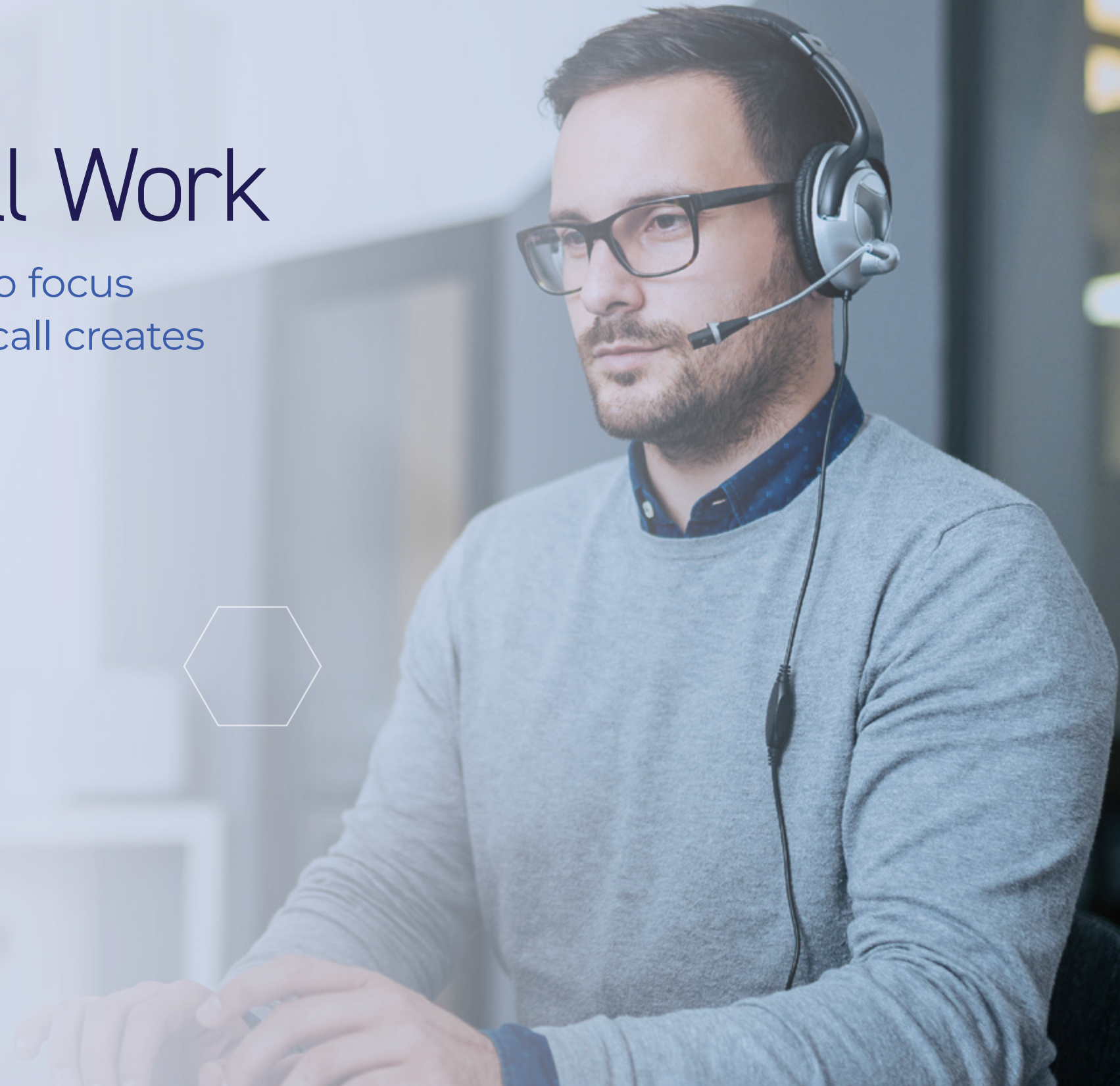
With so many incoming customer inquiries, Tom tends to lose track of time, which could lead to adherence and compliance issues when the end of his shift is approaching. He receives an automatic desktop notification that prompts him into after-call work. This helps ensure smooth transitions between agent shifts, helps Tom improve productivity, meet his performance goals and make sure agent availability is aligned with the number of customers in the call queue.



Check out this [Alvaria blog](#)® to learn how you can future proof your Contact Center with Workforce Automation.

Tom Begins After-Call Work

Tom nears the end of his shift and needs to focus on his after-call work before another long call creates adherence issues.



Alvaria Automate™ Attended Virtual Desktop Assistant



Tom's virtual desktop assistant has automatically filled out pre-defined call summary templates during each call. Now he's able to insert those details into an email to send to customers. This allows Tom to worry less about the process, be more attentive to customers' needs and build trusting relationships. Not only does this benefit Tom, but by receiving timely information, Tom's customers feel respected and valued — which positively affects their overall outlook of how the bank does business.



“To cultivate customer loyalty, centers need to get personal and make the journey memorable.” —[Business News Daily](#)®

Alvaria Motivate™

Enhanced Engagement and Motivation

Before logging off, Tom checks his spendable points balance from his KPI challenge and competition achievements. Although it's been a tiresome day, he appreciates the convenience and available choices of redemption within the Alvaria Motivate e-gift card store. Because of this small token of praise for the good work the bank offers, Tom can redeem a \$10 gift card to a national coffee chain to use at his own leisure.



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According to [HRB¹⁰](#), “such recognition is fundamental to the engagement and retention of top talent, and the profitability of our organizations.”

Tom Clocks Out

Successful CX starts with empowering frontline workers to deliver.

Arm agents with the right tools to receive feedback, focus on common goals, gauge customer pulse and identify areas for improvement so they can reach their full potential and businesses can thrive. Harness the power of a unified employee experience to fuel real CX results with Alvaria WEM and Alvaria Intelligence solutions today.





About Alvaria™

Alvaria helps organizations efficiently manage and engage the modern workforce and connect compliantly with customers and prospects. Our open, innovative multi-platform is purpose built for two core competencies: a feature-rich, intuitive, and intelligent workforce engagement management platform, and a multichannel proactive compliant outreach platform. Alvaria, the product of the merger of world leaders—Aspect Software

and Noble Systems—is proudly celebrating 50 years in business reshaping customer and employee experience. ALVARIA. Reshaping Customer Experience™. For more information, please visit www.alvaria.com.

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Resources Page

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Gartner, 2023.
2. [“Dish Network Case Study”](#)
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3. [“Alvaria Agent Index Study”](#)
Alvaria, 2022.
4. [“Secure Merchant Solutions Case Study”](#)
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5. [“Combining Intelligence: How People and AI Can Collaborate”](#)
Forbes, 2022.
6. [“Myth Busters: Unexpected Insights on Contact Centers”](#)
Mckinsey & Co., 2023.
7. [“The 4 Elements of a Fair Employee Experience — and How to Provide One”](#)
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8. [“Future Proof Your Contact Center with Workforce Automation”](#)
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9. [“7 Ways to Build Customer Loyalty”](#)
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10. [“A Better Way to Recognize Your Employees”](#)
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11. [“Gartner Survey Finds Customer Data and Analytics as Top Priority for Achieving Customer Service and Support Goals in 2023”](#) Gartner, 2023.