

Contact Centre Wallboards

Its just another stat on the wall

How can we work when our stats are burning?



Contact Centre Wallboards

Another stat on the wall! (Or, 'How can we work when our stats are burning?')

Wallboards have been an integral part of call centres and contact centres since the inception of the industry in the early 70's. From the ugly 'green screens' of the past, to today's high definition LCD plasma displays, the wallboard has always given contact centre managers a powerful platform with which to manage their operations and to drive performance. But it can be a dangerous, double-edged sword.



On the one hand, contact centre wallboards can stimulate positive operational performance. But when these tools are used inappropriately, they can contribute to developing a toxic operational culture, and can drive entirely wrong behaviours.

The Good, The Bad and The Ugly

The typical contact centre is certainly one of the most micro-managed working environments imaginable. It is also amongst the most stressful. Targets, goals, SLA's, all manner of KPI's, workforce management and campaign data are only a few of the operational numbers constantly bombarding managers, supervisors, and agents. It can get to be too much!

Wallboards, when well-designed, properly configured and used appropriately, can play a major role in ensuring that your call centre or contact centre operates at peak efficiency and effectiveness.

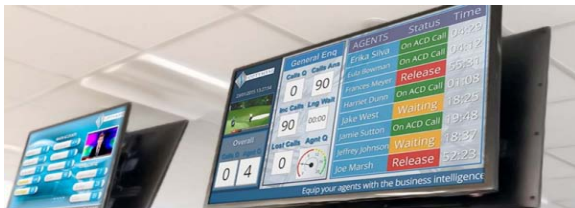
The Advantages of a well-designed and well-managed wallboard

Wallboards have been used in call centres and contact centres for decades. Typical real-time data displayed on typical wallboards will include data relating to all or some of the following:

- Service Level
- Calls waiting
- Calls answered
- Abandoned Rate
- Calls Answered
- Longest waiting call
- Agents logged in /out
- Agents active/idle
- Campaign performance updates
- Special events
- Customer Satisfaction
- Net Promotor Score (NPS)



Contact Centre Wallboards



By occasionally looking up as the contact centre wallboard, agents, team leaders and supervisors can see at a glance, the key operational metrics for the contact centre. This information, if it is displayed in an attractive way, serves to keep agents and the management staff 'in the loop' regarding the real-time operational dynamics of the contact centre.

In addition, modern wallboard systems allow for management to easily add or alter the displayed content from time-to-time or as required. Additional updates to standard KPIs or news flashes could include team or company announcements, individual accolades, awards, incentive programmes, staff birthdays, product information and much more, to convey information and to sustain positive morale.

Waiting Now	Longest Waiting	Answered Now	Inbound Calls
2	00:00:04	9	704
Inbound Answered	Inbound Abandoned	Avg Answer Time	Service Level
602	102	00:00:23	16.8%
Outbound Calls	Outbound Answered	Total Talk Time	Avg Talk Time
121	104	04:07:32	00:01:40
Sign-In Count	In Wrap-Up	Time On Duty (Total)	Avg Wrap-Up Time

More progressive contact centres are today using wallboards to keep operational staff informed and up-to-date, about real-time Customer Satisfaction and Net Promotor Scores®.

Avoid the negative pitfalls of wallboards

A poorly utilised wallboard can cause several seriously negative outcomes.

There's nothing quite so boring to a call centre agent than a cluttered, static, pure text-based wallboard. If it's the boring, same-old, same-old, day after day, whatever is displayed on the contact centre wallboard is bound to be totally ignored.

Also, too much rapidly-changing, flashing or long, scrolling messages or information can be severely distracting to agents. It can break their concentration and can lead to unnecessary time-wasting.

Avoid using wallboards to display information that has no real value to agents. In fact, sharing certain information on the contact centre wallboards can be seriously demotivating and can bring down agent morale. It can also have a negative and counter-productive effect on call centre culture.

Total Calls Answered		Abandoned Calls		Average Wait Time		Total Calls Waiting				
22		1		2:08		1				
Agent ID	Agent Name	Queue	Status	Time In State	Faults & Outages		Field Calls	Scheduling	DBYT	Reception
101	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
102	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
103	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
104	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
105	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
106	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
107	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
108	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
109	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
110	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
111	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
112	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
113	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
114	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
115	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
116	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
117	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
118	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
119	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
120	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
121	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
122	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
123	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
124	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
125	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
126	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
127	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
128	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
129	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
130	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
131	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
132	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
133	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
134	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
135	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
136	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
137	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
138	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
139	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
140	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
141	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
142	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
143	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
144	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
145	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
146	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
147	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
148	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
149	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
150	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
151	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
152	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
153	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
154	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
155	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
156	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
157	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
158	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
159	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
160	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
161	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
162	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
163	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
164	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
165	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
166	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
167	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
168	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
169	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
170	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
171	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
172	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
173	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
174	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
175	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
176	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
177	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
178	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
179	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
180	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
181	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
182	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
183	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
184	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
185	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
186	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
187	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
188	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
189	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
190	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
191	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
192	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
193	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
194	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
195	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
196	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
197	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
198	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
199	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
200	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
201	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
202	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
203	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
204	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
205	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
206	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
207	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
208	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
209	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
210	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
211	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
212	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
213	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
214	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
215	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
216	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
217	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
218	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
219	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
220	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
221	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
222	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
223	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
224	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
225	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
226	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
227	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
228	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
229	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
230	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
231	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
232	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
233	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting
234	John Johnson	Queue	On Hold	1:00	Calls Waiting		Calls Waiting	Calls Waiting	Calls Waiting	Calls Waiting

Contact Centre Wallboards

Misused wallboard information can often drive undesirable agent behaviour. Take Average Handling Time (AHT), as an example. If agents are being driven to reduce AHT, and constantly reminded of this by means of the wallboard, there is a very real danger that they will deliberately shorten customer interactions, at the expense of customer satisfaction and overall call quality.

Best Practice Guidelines

In the hands of an astute call centre management team, strategically placed wallboards, and the messages that they display, can have an extremely positive impact on operations.

The dual starting points for an effective contact centre wallboard implementation are having the most appropriate technologies, and secondly, spending considerable time planning, implementing and managing the solution on an on-going basis.

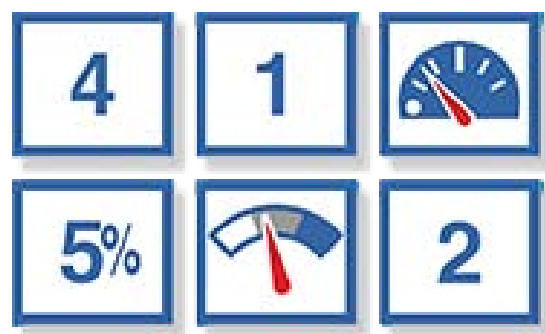
Modern wallboard management software allows for the creative use of data, images, colours, symbols, icons, fonts and much more, to display and communicate appropriate and relevant data and information.

Good planning will result in the deployment of fresh, attractive visual displays that are constantly changing, to avoid boredom and to maintain agent interest and attention.

A good idea is to consult with the front-line staff (agents and team leaders) to find out what information that really want and need to see on the wallboards. Also probe agents find out what type and style of wallboard graphics they find attractive.

The contact centre wallboard should be about communication of real-time information. Information that employees can use to contribute to the overall improvement of the operation, at that time.

Less is more...



The well-designed wallboard contains no more than between four and six data or information items at any time. Avoid over-using animations, flashing and long, scrolling messages. And it's perfectly acceptable every now and then for the wallboard to display nothing more than a logo or a powerful slogan. Use KPI's and operational performance data in bursts to avoid boredom, and to achieve maximum impact and agent comprehension.

It's a clever idea to 'mix and match' real-time operational KPIs and other data with occasional snippets of company or call centre-specific news. Try and keep a strong element of fun going; without over-doing it!

Contact Centre Wallboards

Actionable Insights

Really great contact centre managers know the power and the potential of having a well-planned and implemented wallboard strategy. Here are a few things that you can do right now.

- Fully investigate the wallboard capabilities of your existing contact centre technology platform. Learn and understand what can be done and what may be too complex or costly to implement.
- Start a specific Wallboard Strategy and Implementation Plan. Work with managers, supervisors, team leaders and agents to find out what will add value to their working environment.
- Keep the wallboard plan alive by reviewing it at least every month.

Every single day, display at least one thing differently on your wallboard. Agent's birthdays and family events. Inspirational quotations. One line humour. Appropriate cartoons. Headline news.

Avoid cluttering up wallboard messaging or displaying certain KPIs or data that is essentially only of value to team leaders or supervisors. Some information is best 'pushed' to managers' or supervisor's desktops or tablets as 'screen pops' or dashboards linked to defined thresholds and alarms.

Wallboards are an ideal medium to inspire and motivate agents. Individual recognition for various types of achievements or other accolades, can become an important and greatly appreciated part of your contact centre culture. Using the wallboards to recognise agent birthdays or other personal or family events such as the birth of a child, also help to create a warm and friendly operating environment.



*"I help Decision Makers
make Good Decisions about Contact Centres"*®



rod@rodjones.co.za



+27 (0)82-568-9976



www.rodjones.co.za

