



Multi-Sourcing



Ensure the Success of Your Multi-Sourcing Strategies

Multi-sourcing is on the rise – and with good reason. It's one of the simplest ways to significantly reduce call center costs and access as-needed resources. That's why today's leading call centers are employing multi-sourcing strategies that extend their frontline far beyond the four walls of the call center.

Whether your frontline is made up of traditional premise-based, overseas or home-based agents, Knowlagent's solutions ensure a consistent customer experience by focusing on the key processes that have the greatest impact on customer service.

Knowlagent's proven solutions produce the measurable results you need from your multi-sourcing strategies. With Knowlagent, you can optimize frontline performance faster and more affordably than ever before. You can spend less *and* get better.

Overcoming the Challenges to Lowering Labor Costs while Improving Customer Satisfaction

While multi-sourcing can greatly reduce labor costs, it doesn't come without risk. Many call center executives find it difficult to assure this disparate workforce provides the same level of customer service since the amount and quality of communications, training and coaching can vary significantly. Even the hiring process can be overwhelmingly inconsistent.

Today's frontline executives must overcome a number of challenges associated with multi-sourcing, including:

- Keeping every agent up to speed on new offerings, programs, policies and pricing regardless of location
- Using coaching to ensure all agents are performing for optimum effectiveness and efficiency
- Hiring qualified, skilled agents and getting them on the floor as soon as possible
- Creating consistency in agent performance
- Maintaining high customer satisfaction rates across the frontline
- Introducing new products rapidly and effectively across a disparate workforce
- Reducing attrition to retain valuable investments in frontline resources

Knowlagent believes the remedy for these problems isn't strategy or tactics – it's *execution*. Through streamlined process execution, and an acute understanding of the unique frontline challenges associated with multi-sourcing, Knowlagent makes every agent a high performer regardless of where they sit.

Multi-sourcing Execution Issues:

- Unable to ensure access to consistent and high quality training and coaching.
- No way to make sure frequent, targeted coaching happens with every agent.
- New hires, both on-site and off, are not suited to the frontline agent role.
- Limited visibility into individual agent sales performance, especially for offshore and home-based agents.
- Lower customer satisfaction rates from off-site agents.
- Long time-to-proficiency rates for new product/service introductions.
- High attrition.

Knowlagent Execution Solutions:

- Use idle time during call volume lows to automatically push consistent, effective training and coaching directly to the agent's desktop. Ensure consistent access to key training for every agent.
- Automatically identify agent performance opportunities, facilitate diagnosis and treatment, and schedule one-on-one or electronic coaching sessions based on individual goals. Ensure consistent coaching through an automated process.
- Provide detailed job previews and conduct skill and job fit assessments to only hire candidates who are qualified and well-matched to job profiles.
- Provide agents, supervisors and managers with real-time updates on key performance metrics of every agent at every location. Quickly identify individual frontline performance pitfalls.
- Provide targeted and consistent communication, training and coaching giving every agent access to the same tools and knowledge to help maintain and improve customer satisfaction rates.
- Quickly ramp agents up on new offerings using targeted content pushed directly to the desktop, regardless of location. Test knowledge to certify agents on new offerings.
- Arm your frontline with productive agents that are more qualified and better prepared for the frontline agent role. Ensure they receive effective and ongoing communication, training and coaching to improve job satisfaction.



Knowlagent Solutions: Flexible, Powerful, Immediate

Each of Knowlagent's solutions delivers immediate and measurable improvements in your multi-sourcing initiatives. Knowlagent's flexible, Web-based agent management solutions are available on-demand. There is no complex implementation or infrastructure required and with our Day One Payback™ guarantee, you will be up-and-running within 30 days. With Knowlagent, optimizing your frontline agent performance is faster and more affordable than ever before. Upfront costs and total cost of ownership are nominal, overall risk is reduced, and results can be achieved immediately – all for less than 1% of your monthly agent FTE costs.

Knowlagent Training™ - Knowlagent Training™ pushes effective, targeted training and updates directly to agent desktops during unscheduled downtimes in call volume. This allows call center to staff less for off-phone activities such as training and team meetings while increasing overall frontline productivity. Agent performance improves, off-phone time for these activities dramatically decreases, and 1-3% fewer agents are needed per shift.

Knowlagent Coaching™- Knowlagent Coaching™ enables supervisors to increase their span of control by as much as 20%. By adhering to automated standard coaching processes, supervisors can quickly diagnose agent problems and create individual solutions. Optimizing idle time in call volume allows agents and supervisors to focus on improving performance while dramatically increasing the amount, frequency and effectiveness of coaching.

Knowlagent Hiring™ - Knowlagent Hiring™ enables recruiters to focus on candidates best suited for your frontline needs by quickly identifying the wrong ones. By automating a consistent screening process that educates candidates and guides recruiter decision-making, Knowlagent Hiring improves interview-to-offer ratios by as much as 30%. By setting realistic job expectations and assessing for skill and job fit, recruiters only spend time with the most viable candidates, ultimately saving recruiting time, increasing retention and improving overall new hire productivity.