

Top four skills that help deliver superior customer experience for contact center clients



Research suggests that the BPO industry, which was pegged at US\$221 billion in 2019, will grow to become a US\$400 billion industry by 2027.

Despite the growth, the turnover rate in the BPO industry is alarming. It was 10% greater than the industry average of 45%. To address this high turnover, there should be a sharp focus on a more thorough and accurate assessment of the candidates.

A well-functioning call center with efficient and productive call center executives will guarantee engaged customers and drive sales and revenue for the organization.



Understanding the need for call center pre-assessment tests:

Call center employees require diverse skills like technical, cognitive, behavioral, and interpersonal skills to do their job well.

We have identified the top four customer-centric skills essential for customer experience agents across different domains. These skills can be checked while hiring candidates to bring only the right employees on board.



Interpersonal skills

Call center agents should have excellent social and communication skills to strike up a smooth conversation with the customers instantly, listen to their problems with empathy and provide agreeable solutions.

Here are 10 important interpersonal skills:

1. Confidence

Employees must trust their judgment and ability to deal with customer issues confidently. They also need confidence while interacting with peers and stakeholders. Such behavior will positively impact the team's performance and mindset.

2. Patience

The executive should have the patience to listen attentively even when the customers have no concrete issue at hand. They should not lose their temper and only focus on providing the best solutions.

3. Empathy

It is essential for executives to empathize with the problems of the customers and colleagues. Helping customers and workers feel safe and comfortable can make them worthy brand ambassadors for the organization.

4. Adaptability

The ability to work at odd hours in rotational shifts and sometimes work on holidays is essential. Executives must also be willing to upskill and reskill themselves as and when needed.

5. Stress management

Employees must mentally and physically take care of themselves, given their stressful jobs.

6. Openness to multiculturalism and multi-ethnicism

Employees must embrace differences, not discriminate, and treat everyone equally without any bias.

7. Persuasion

Knowing how to pitch for the organization and close the deal with prospects is essential. Persuasion is also required in a team to make faster decisions and get more done in less time!

8. Team spirit

The ability to work in a team, and value everyone who is a part of the process, is critical in BPOs.

9. Decision-making

Thoughtful and quick decision-making is required to take a call on issues that need to be addressed first, and prioritizing tasks, be it sending emails, scheduling calls, or having difficult conversations, must be done.

10. Conflict-resolution abilities

Employees must be able to think objectively and not get emotional or personal. Instead, they must ensure everyone on the team is on the same page and that a consensus has been reached. They will also need to resolve conflicts with clients in the same way.

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Cognitive skills

These skills test the individual's intellect to process information correctly and use reason and logic effectively to arrive at the best solution.

There are four key cognitive skills:

1. Learning agility

The ability to learn and unlearn, update oneself with the latest information about the organization's products and services and provide clients with all the latest updates is helpful.

2. Logical ability

Understanding complex data and arriving at rational conclusions and inferences is critical to the job of a call center executive.

3. The ability to multitask

Engaging customers when the call is put on hold and quickly looking up the necessary details to resolve the issue is essential.

4. Attention to detail

Being meticulous and not missing minor aspects of a task to provide an outcome of the highest quality and efficacy is a necessary skill.





Communication, voice and accent skills

These skills test the voice quality, pitch, intonation, grammar, and email-writing etiquette of the candidates.

The four essential communication, voice and accent skills are:

1. Command over English language and grammar

Employees must speak and write in crisp and correct English.

2. Voice and accent

The candidates must speak in a neutral English accent, dialect, and phonology with proper pronunciation of the words.

3. Email writing etiquette

Writing formal, clear and pointed emails with a precise subject and intent without grammatical errors and cultural insensitivities is key to handling sensitive issues and closing deals with prospects.

4. Clarity of speech

Customers and colleagues should be able to understand the employees clearly.



Technical skills

Possessing industry, technology, and domain-specific knowledge of the products and services is the key to providing the best solutions to clients.

Three important technical skills have been identified:

1. Strong understanding of the company's products and services

Employees must possess a thorough and deep understanding of the company's products, use cases and SOPs.

2. Typing skills

Typing speed and accuracy are essential since they will eventually determine customer satisfaction during chats and calls.

3. Computer literacy

Being able to operate a computer seamlessly and independently is the most basic requirement.

A well-rounded **robust assessment tests** the candidate on all customer-centric skills, which are mandatory to filter out the majority who are not suited for the job. And instead, **hire candidates with the right interpersonal skills** to help contact centers take their business and customer relationships to the next level.

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