Call Center Evolution Chart

OutSell CONSULTING

Agent and Manager Performance Development	Basic	Foundational	Advanced	Best in Class
Coaching Process	• No consistent process • Irregular frequency • Coach to the negative	• Consistent process • Basic skills focus • Coach to efficiency	• Consistent process • Focused on behaviors • Coach to effectiveness	• Consistent process • Behavior-focused • Positive and future-oriented
Team Meetings	• No consistent process • Irregular frequency • Poor facilitation • Metrics based • No skills practice	• Reliable information transfer • Some positive recognition • Some skills practice	• Interactive information transfer • Consistent skills transfer • Consistent facilitation process	• Interactive • Skills-focused • Delegated roles • Recognition • Clear expectations
Skills Transfer	• No formal process • No demonstrations • Efficiency focus	• Some practice in addition to information • Some demonstrations	• Focus on communication skills • Clear examples • Repetition	• Efficient • Builds habits • Repetition and follow-up
Performance Feedback	• Inconsistent and negative • Exclusively results focused • Negative agent experience	• Inconsistent • Some positive • Metric-focused • No skills building	• Consistent/predictable • Reinforces skills to build habits • Positive agent experience	• Consistent/predictable • Positive • Varied and timely • Builds upon previous action plan
Models of Excellence	• Limited and inconsistent • "Do what I say, not what I do."	• Best practices identified • Some coach (Top Tier) demonstrations	• Call library • Abundant demonstrations • Environment leveraged	• Call library • Abundant demonstrations • Success stories
Manager Performance Development	• Little or no formal performance development for managers	• Regular performance feedback for managers • Some follow-up	• Clear expectations • Consistent process • Focus on behaviors, not just metrics	• Clear expectations • Consistent process • Focus on behaviors • Certification process • Accountability process