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What's the **incentive?**

Plans

There are three key issues to work through when establishing an incentive scheme – measurements, engagement and communication.

The ways in which an agent's performance is going to be measured need to be identified and aligned with the organisation's key performance indicators. In contact centres, it is becoming more common to measure the call quality and satisfactory outcome rather than the call length.

Every member of staff needs to be incentivised, not only the direct sales staff. Involving a cross-section of representatives from across a contact centre – for example unions and staff councils – will help staff buy into and support the chosen scheme. Following on from this, regular communication will help staff contribute to the

scheme's development and work within the parameters that drive it.

Pitfalls

When deciding on an incentive scheme, organisations need to bear in mind that one size does not fit all. Taking a hasty or broad brush approach confuses incentives with treats doled out to lift a team's spirits. What is needed instead is properly structured and focused schemes, covering quick hits as well as longer term, ongoing aims. Many organisations set schemes up but fail to monitor and manage them or make results visible.

Performance

Effective incentive schemes have been shown to reduce absence while enabling agents to improve their pay, job satisfaction and career

progression. AIM Technology believes the key to improvement and progression is to take a consistent, integrated and transparent approach to linking incentives to reporting performance.

Alan Marsden, strategic business consultant at performance management software specialist AIM Technology, shared his thoughts on the opportunities and pitfalls presented by incentive schemes at CallNorthWest's Annual Conference. AIM Technology provides performance management software solutions for contact centres. Embracing a continuous cycle of motivating, measuring and managing employees, AIM solutions enable users to improve customer service, lower staff attrition, increase employee job satisfaction and contribute to their organisation's sustained growth.