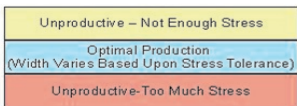
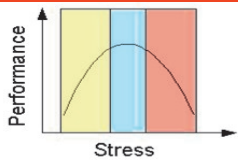


Stress related absence in the Contact Centre is on the rise with levels now exceeding the UK average for all other employment sectors by almost 60% in 2010

Our STRESSMONITOR service can help achieve one or all of the following

- IMPROVE OPERATIONAL PERFORMANCE
- REDUCE ATTRITION & ABSENCE,
- INCREASE EMPLOYEE MOTIVATION, HEALTH & WELLBEING
- ENHANCE CUSTOMER SATISFACTION
- REDUCE OPERATIONAL COST
- MINIMISE RISK OF LITIGATION

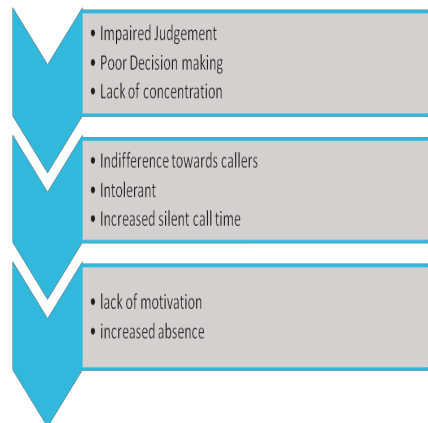
Our unique biometric monitoring service allows us to measure individual stress at the desktop without disrupting normal working patterns. By identifying those people who need support and by working with you to provide it we can focus attention where it will provide the maximum benefit to both the organisation and to the individual.



The Human Performance Curve

Stress and Performance

Psychologists long ago established that our performance is directly associated to our stress levels. The Human Performance Curve identifies that peak individual performance is achieved when stress levels are in balance with our ability to cope. It follows that if we were able to measure the individual's stress levels and manage them, that we can ensure peak performance is attained and always maintained.



In tests carried out in 2011 we have been able to demonstrate this link and quantify the business benefits of managing stress levels. Our tests showed on average a 31% decline in performance levels where individual stress levels were too high. Our ability to easily measure these stress levels allows for the effective targeting of stress management resources towards those individuals who most need it and where the results will be most beneficial to both the individual and the organisation.

Stress and Absence/Attrition

The CIPD absence report (2009) identified the Contact Centre sector as the worst performing of all employment sectors measured for absence levels, with stress as the major cause. The report identified that on average absence levels in the UK Contact Centre were 5.1% compared to 3.3% for the UK as a whole resulting in 12.4 days absence per employee per year. Given that each day costs organisations £ 692 per employee (CIPD estimate) this equates to an operational cost of over £ 850,000 per year for a 100 seat contact centre.

In a tightly run operation like a contact centre where costs and performance are closely managed, these significant levels of absence can cause major problems with productivity, motivation, culture and the overall customer experience. Employees who are stressed are more likely to take time off and given the clear link between absence levels and staff turnover it is vital for the reduction of staff turnover that stress levels are managed.

In addition as Stress is accepted as the leading cause of sickness related absence in the Contact Centre it is key that the employer is able to demonstrate that it has fulfilled its duty of care obligations in this respect by taking proactive steps to alleviate stress in the contact centre thus ensuring employee health and reducing the risk of expensive litigation.

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Communication in Contact Centres

Successful communication between individuals relies on the interaction of all of our primary senses. In a Contact Centre we eliminate at least 55% of this capability by removing all non-verbal communication. In addition the 45% remaining is often restricted through the use of digital voice compression which eliminates certain bandwidth often used to reflect emotions. Given all of this it is not surprising that agent and caller communication is quite often impaired and stressful.



Company expectations

The Contact Centre is usually at the centre of most organisations customer communication strategy. The challenge for all staff within a Contact Centre is often to deliver on the targets set without generating any adverse public reaction which may harm the brand image. Coupled with the customers demands for first time call resolution this places high levels of stress on the individuals within the Contact Centre who often have to build empathy with customers whilst also ensuring that the objectives set by their employers are also achieved.

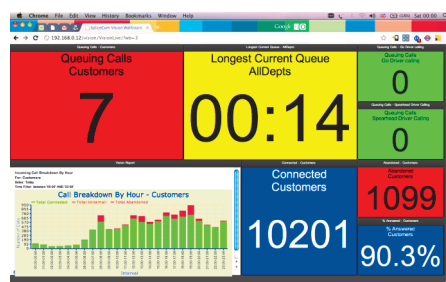
Increasingly the Contact Centre is the only contact between the organisation and its customers and as such the agents within the Contact Centre can exert considerable influence on how the customer perceives the organisations brand. The media will often highlight poor Contact Centre performance yet rarely balances this with examples of good Contact Centre experiences.

Performance Monitoring

One of the key drivers for all Contact Centres is to get the right call to the right agent at the right time and to ensure the agent has the right data available to ensure speedy resolution of the call. To achieve this requires the contact centre management to constantly review performance against targets often in real-time. The contact centre is therefore one of the most highly monitored environments that an individual can work in. This degree of monitoring is often cited as one of the main causes of individual stress within the Contact Centre.

Where individual stress levels are managed, agents are better equipped to meet the demands of the customers and provide a superior service. Furthermore, the CIPD concluded that the five most highly rated stressful jobs were those where high levels of interaction with the general public, which is main role for every contact centre.

Break the Cycle of Stress within your Contact Centre contact us to arrange a free trial of STRESSMONITOR



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