Understanding Your Remote Workforce:
The Most Important Metrics To Look At

LIVEVOX

You've set up at-home agents. What's next?

When managing a remote workforce, monitoring practices like call and screen recording are essential. But, they can only give you a fraction of the big picture. They help you to see and to hear, but not always to understand.

That's where performance analytics comes in. It will help to give you a real understanding of how the **quality, compliance, and business outcomes** of your operation have been affected. This will be vital to develop new strategies and gain a competitive edge over others trying to do the same.

To help you get started, we've consulted our most experienced contact center strategists and come up with the list of below metrics to look at first.

TALK PERCENTAGE
The percentage of agent(s) overall time working spent on calls with customers

Why it's Useful
How is your operation's core function - actually talking to customers - being affected? If it's higher than usual, it could indicate that agents are finding it more challenging to resolve customer issues. If it's lower than usual, then is it because agents are taking more time with other areas of their work or rushing calls?

WRAP PERCENTAGE
The percentage of agent(s) overall time working spent on post-call work

Why it's Useful
The work that takes place after a call is vital and often involves the handling of sensitive data. If this % is lower than usual it could be that, without supervision, agents aren't following processes adequately. Once you identify a trend like this, you can save time in your quality management processes by being targeted in your review of screen recordings.

NOT READY PERCENTAGE
The percentage of agent(s) overall time spent in a status where they are unable to receive calls

Why it's Useful
This is similar to the point above. If this is significantly higher than usual then it could be that at-home agents are struggling due to too many distractions and at-home responsibilities.

CONVERSION RATE
Its means different things for different businesses, but comes down to a measure of how successfully agents are converting conversations into business outcomes

Why It's Useful
It's going to show you how successfully your agents have been able to adapt to their new circumstances and perform to a level needed to drive your business' bottom line.

AVERAGE HANDLE TIME
The average time it takes an agent to resolve a conversation with a customer

Why It's Useful
Are agents taking longer to deal with issues than they were before the switch?

Like other metrics, this will help to direct further investigation. If the average time is going up, then think about how you'll find out why? Are agents underperforming, or have customer needs changed because of recent events?

AVERAGE SPEED OF ANSWER
The average time it takes agents to answer a call

Why It's Useful
This will help you to gauge whether agents are answering calls promptly when there is no one around to observe them, and there is so much potential for distraction at home.

ABANDONMENT RATES
The % of times customers give up on their call or interaction before a resolution

Why They're Useful
This metric is one of the most explicit quantitative indications of customer satisfaction, not to mention the effect it will have on your bottom line.

Are customers waiting too long on hold? Or are they being bounced between different agents and supervisors because your team doesn't have the information they need, or calls are routing incorrectly?

QUALITY SCORES
The compliance, quality, and performance scores from your existing quality management process.

Why They're Useful
Quality management is essential for any contact center that wants to keep their customers happy and avoid the risks associated with breaching compliance regulations. But often, scores and data from this process are not integrated into businesses' performance analytics tools.

Being able to overlay them with operational and business data will allow you to develop a much more well-rounded understanding of how you are performing.

OTHER THINGS TO CONSIDER AS YOU GET STARTED

- Its critical is that you don't just keep looking at the same metrics you were three months ago.

- It will also be important to consider how often you review these metrics, and the date ranges you use to review trends.

- Every business is different. Using your common sense and experience to try and anticipate what effects this change might have.

- Standalone metrics can't tell the story by themselves. The real value comes in being able to combine data across operations, agent performance, business outcomes.