

TITLE: 10 Considerations for Successful Cultural Shifts

Contact centers are a large source of untapped revenue and future stability. Because they form very specific kinds of cultures, contact centers also present challenges not usually seen elsewhere in the organization. The proactive management of cultures is often avoided because it is seen as a difficult and even dangerous long-term endeavor. This does not have to be the case. In fact, proper management of a culture increases the likelihood of business success and can have rewarding effects on employee satisfaction and engagement.

Because we often disregard the untapped power inherent in our customer relationships, contact centers are often seen as necessary inconveniences in the ongoing effort to increase sales and growth. In reality, contact centers are the window through which our customers can see, judge and consider a personal relationship with our brand—the holy grail of any business.

Such brand affinity only comes from consistent customer experiences, over time. This consistency cannot be efficiently managed at the individual CSR level. Instead it must be the product of a “responsive way of being” in the organization. It starts with management’s taking responsibility for the culture, rather than seeing it as something separate from them or beyond their control

Proactive management of the contact center culture can create the space for a “responsive way of being” culture, to maximize profitability, increase loyalty and repurchase rates while reducing costs in operations. To do that, you have to understand your contact center’s cultural dynamics—and the social norms and cultural qualities that contribute to it. It requires clarity of corporate purpose, as well. And insight into your employees’ strengths and weaknesses.

Effecting a corporate culture shift isn’t easy. But the rewards can be significant. To learn more, click here for a copy of the white paper, 10 Considerations for Successful Corporate Culture Shifts in Contact Centers.

10 Considerations For Culture Shift

1 Understand Your Cultural Dynamics

2 Make Sure There's A Need For A Cultural Shift

3 Take Ownership

4 Clarify The Purpose

5 Identify Required Cultural Quantities

6 Maximize Employee Engagement

7 Directly Manage The Effects Of Local Social Norms

8 Assess Personnel Most Likely To Assist and Resist

9 Leverage Influencers

10 Have The Right People In The Right Place

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