

The value of e-learning and coaching solutions in agent performance

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Abstracts

Adoption of e-learning and coaching solutions in the contact center is on the rise. Training tools are becoming more valuable to contact centers in improving agent performance and customer satisfaction. Vendors are providing better-integrated solutions with more coaching capabilities as part of their workforce optimization technologies (WOTs) suites. This is good news for enterprises because they can work with existing vendors, rather than looking for additional providers. Enterprises can reduce implementation time and link e-learning and coaching with quality monitoring (QM), workforce management (WFM) and performance management (PM).

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In a nutshell

Ovum view

Market opportunity

Definitions for e-learning and coaching vary slightly by vendor

E-learning and coaching in the current contact center environment

The e-learning and coaching market is relatively small but growing steadily

Growing integration with e-learning and coaching into the WOTs stack

Contact centers need to retain control over training and are unlikely to fully automate solutions

E-learning tools are becoming more collaborative, allowing agents to rate training and share tips

Key selling points for e-learning and coaching

E-learning and coaching solutions help contact centers improve agent performance and reduce churn

Contact center managers gain value from training solutions when integrating them with WFM and PM

Integration with WFM ensures timely delivery of training

Enterprises can use PM and QM with learning systems to find and reduce skill gaps

E-learning and learning management systems are also useful for self-appraisal

E-learning reduces pressure on supervisors

Customer impact

Contact center agents have different training needs from the rest of the enterprise

Agents must answer calls as their first priority

Contact centers face high churn rates and new agents need more training

Agents need to be informed quickly about new product information or changes to services

Home agents and outsourced agents need access to information

Agents need a balance of face-to-face coaching and online learning

Advantages of online training over face-to-face coaching

Before deploying e-learning, contact centers have issues that need to be addressed

Training systems directly impact agent performance which, in turn, benefits customers

Enterprises can use training tools to improve contact center efficiency

Contact center supervisors and the overall enterprise profit from e-learning and coaching

Vendor landscape

Suite WOTs vendors are broadening their e-learning and coaching portfolios

Aspect
Autonomy
Envision
Genesys
Knowlagent
Merced Systems
NICE
Ulysses Learning
Verint
VPI

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