

BROOK STREET

# Futureproofing your contact centre operation with Brook Street

With the introduction of AI, over two-thirds (70%) of contact centre managers predict an increase in the number of agents over the next decade as frontline teams adapt to their new role as brand ambassadors while embracing the growing complexity of customer enquiries.

**So why this growth when all the talk is of automation and AI? Well, it turns out, for many UK businesses, these tools are really there to enhance the customer experience, reduce wait times and eradicate any smaller issues which can be dealt with more simply. The human element of the contact centre will always remain, with customers preferring a resolution which involves an element of human interaction.**

With more than 86% (Digital Banking Statistics) of the UK market banking online and more than 80% (Statista) of the UK consumer population shopping online, the need for remote resolution is actually growing!



So where do customers go when they have an issue with their purchase or account? Your contact centre! Therefore, the need for a robust, well-staffed contact centre is even more critical than before.

**This could be your only live engagement with your customer. Let's make sure it's a good one!**

With over 32 customers within the contact centre space, **Brook Street** has **over 50 years'** experience delivering into this sector.



## Primary roles filled:



### **CALL HANDLER**

Dealing with basic customer queries or redirecting calls – this is a valuable part of your customer's experience.



### **CUSTOMER SERVICE AGENT**

Dealing with all customer queries – this is the front line and first response area of your business where the right skills and people are key to ensure a good customer experience.



### **COMPLAINTS RESOLUTION**

Specifically focused on the more in-depth customer issues, these teams strive to bring back customer satisfaction and ensure you can retain your valued clients.



### **TELEMARKETING EXECUTIVE**

Reaching out to your potential client base, these specialists are pivotal in the growth of your organisation.



### **COLLECTIONS AGENT**

Recouping potential losses while ensuring customer service can be a tricky balance – we have a network of candidates who have developed specialist skills in this area.



### **CALL CENTRE AND COLLECTIONS MANAGEMENT**

Knowing how to motivate and develop a team of agents is a hard-won skill and one which is key to harnessing the success of your contact centre. Luckily, we are on hand with our candidate network in this area.



## Training

Many candidates believe that the contact centre industry is misunderstood when it's described as an "entry level" or "low skilled" job. Being able to navigate tricky customer situations and present the brand in the right way is a skill and one which cannot be learned overnight. On review of Brook Street temps along with wider market data, one key factor in both temp and perm candidates leaving contact centre opportunities is the feeling that they have not been given the right level of training and development to succeed.



## Where does Brook Street come in?

With over 750 temps running at any one time along with an average of 78 permanent placements, we have a unique insight into the market and can support your business to identify learning gaps and use best practice to plug these. This will help with employee engagement and retention, as well as potential temp-to-perm conversions.



## Flexible working

As with many industries, the desire to work more flexibly and see a greater work-life balance is one which has had a profound impact on the contact centre sector. With more businesses offering work from home solutions or more flexible shifts, candidates' expectations have now aligned with this market change.



## Where does Brook Street come in:

With a close eye on the market, we can share best practice across the industry and evidence how we can create a community feel in our work-from-home temp workforce with incentives and rewards. Along with a market leading mental health first aider programme, we ensure our associates have the support to thrive in their own environment. Alternatively, due to our extensive candidate network, we also have access to those who are more driven to attend the workplace in-person and can give our clients access to our active network through our dedicated consultants, focusing only on this market. We are also able to tap into our part-time workforce, allowing parents, carers and others with commitments back into the workplace in a more manageable way.



## Rewards

Long hours, hard work and big targets are three ways candidates have described the contact centre industry. Whilst this isn't synonymous with every business, the feeling of being rewarded for their work is one which candidates crave in this and many other industries. Interestingly, this isn't just about financial rewards, it's the feeling of being a valued member of the team and having your hard work noticed and encouraged.

## Where does Brook Street come in:

If you are looking at bringing in a temp workforce, we have some of the best temp communities in the market. With over 750 temps currently working in the market, we have a wealth of insight into how your temps want to be rewarded and how to make them feel valued. This includes our 'temp of the week' competitions, regular onsite visits to review performance and give feedback, and mental health first aiders available to support temps.