



TPG | TELEMANAGEMENT, INC.

@HOME.
series

**Course #2: Keeping your employees
engaged and fully plugged in**



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30 years conducting CX measurement, calibration and coaching in more than 70 contact centers for more than 40 BPOs and corporations.



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25 years of experience in executive and entrepreneurial leadership, CRM ideation and consultation, strategy development and transformation execution.



PRINCIPLE #2: STRATEGY





Developing your Coaching STRATEGY

TPG Learning: We have identified eight critical actions to plan and execute to ensure your Strategy turns into the “Way” your teams focus and operate.

CX THEME

Your CX Theme is meant to easily ‘wrap’ the purpose of your Coaching Strategy to your broader CX initiatives. It must be continuously spoken across all levels of your org.



BALANCED SCORECARD

Your business, like TPG's clients, will have some form of reporting that exists to report results through the organization.

We will seek to streamline this scorecard and leverage this existing scorecard to create 'real-estate' for our CX Theme and reported metrics.

The outcome will be coordination across Operations, HR, Executive and Business Intelligence teams to setup CX Metrics that matter.



CHANGE CHAMPIONS

A team of frontline early adopters of the Coaching and our CX Strategy. This team is designed to affect change and create change buy-in with peers in your Organization.

Change Champions:

- Serve as the “Voice of the Employee” for your managers and for TPG
- Carry CX Theme with their peers
- Provide feedback and suggestions prior to planned roll-out of key initiatives; allowing us to anticipate and address concerns from the broader team.
- Represent and advocate for peers within the frontline teams

Result: Expedite adoption of Coaching tactics



COMPETITIVE GAME SCENARIOS

We break down these tactics into three groups for organizational execution. They are:

- HIGH LEVERAGE Tactics (*e.g. Role Play*)
- SUPPORT Tactics (*e.g. Job Aid*)
- ADVANCED Tactics (*e.g. Gamification*)

We will discuss the detailed tactics of Coaching in Principle 3.

Our goal, during Strategy development, is to understand which tactics you want to initially roll-out with to create 'repetitive' delivery and deliberate practice.

LEADER STACK RANK REPORTING

- Our CX Theme has been created.
- We are posting our priority CX metrics in our Balanced Scorecard.
- We already know organizationally what we need to work on, within our frontlines, to establish business metric 'wins' through better CX.
- We have identified peers and tactics to lead us.

It is time to report on attainment of these metrics, in a "Theme Index" at the leader/supervisor level.



INCENTIVE INTEGRATION

Incentive drives behavior...

- Integrate incentive design with HR and Operations leadership.
- Create employee/leader positive incentives for attaining and beating goals.
- Design accountability measures for not delivering base attainment.
- Change Champions will be the key 'listening post' for employee learnings before and during 'safe-harbor' period.
- Executives must support achieving above goal and compensating such outcomes.



EXECUTIVE COMMUNICATIONS

Our Executives must talk the talk...

- Frequent spoken and written communication on CX Theme.
- This sounds like:
 - *Hey John, how are you doing this month on our “Acme Memories Index”?*
 - *Quarter of quarter we have seen a 15% rise in the delivery of our “Acme Memories Index”. This has resulted in a 3% increase in sales over that period of time.*
 - *We have promoted Sarah, a leader in our Operations business. She has consistently demonstrated the ability to drive results through our “Acme Memories Index”.*





SAFE HARBOR

We need to plan a period of time to roll-out Incentive Integration plans. We typically design a 60-90 day period for “safe-harbor” and build in positive reinforcement, not punitive tests, during this period.

You will use each of the prior seven elements of your Strategy during “safe-harbor”.



Thursday May 7th at 11:30amEST:

Course #3: Refining your coaching approach in this new environment.

Thursday May 14th at 11:30amEST:

Course #4: Making sure the work matters...Moving the needle.

Thursday May 21st at 11:30amEST:

Course #5: Using the tools to tie it all together easily.