

Top 5 Lessons Learned Selling into Contact Centers

Lesson #1:

Axonify can be very effectively paired with other learning modalities in this environment, coexisting alongside their LMS and classroom training. We saw it at BT where they leveraged us to shorten classroom time, therefore reducing onboarding time, as well as at another telecom company where we helped them solve the 'cold storage' problem through reinforcement of things that reps are trained on, but won't see for weeks or even months.

Lesson #2:

It's no secret that Contact Centers are very metrics driven and that makes Axonify and our Impact capabilities particularly attractive.

However, what we've learned along the way is that it's important to the momentum of the deal to extract and hone in on the 2-3 most important metrics they're trying to drive to and position how we are able to impact those – rather than trying to boil the ocean.

Lesson #3:

Many contact center ops leaders don't believe that churn is a solvable problem (yet it's one of their biggest problems). They certainly don't believe that training people will make them stay with the job longer, however when onboarding is lacking and when people don't feel comfortable with their knowledge and how they are asked to perform on the phone, they are more inclined to leave.

It's important to help them connect the dots.

Lesson #4:

We see with our contact center customers that their agents participate in extra training way more than the average Axonify user. This supports what our customers have been telling us, which is that their agents want to learn and can see the impact that it's having on their ability to do a better job.

For example, agents who know the answers to questions their getting or know how to disarm a difficult client just have a better day – essentially it makes a tough job easier.

Lesson #5:

We experience three distinct buyers within our contact center deals that all need to be engaged as early in the deal as possible.

1. The learning folks who are responsible for the systems used in the contact center
2. The learning person responsible for the contact center enablement.
3. The business person who needs to drive to the metrics – this person will ensure that we will get the participation rates that will eventually drive to results.