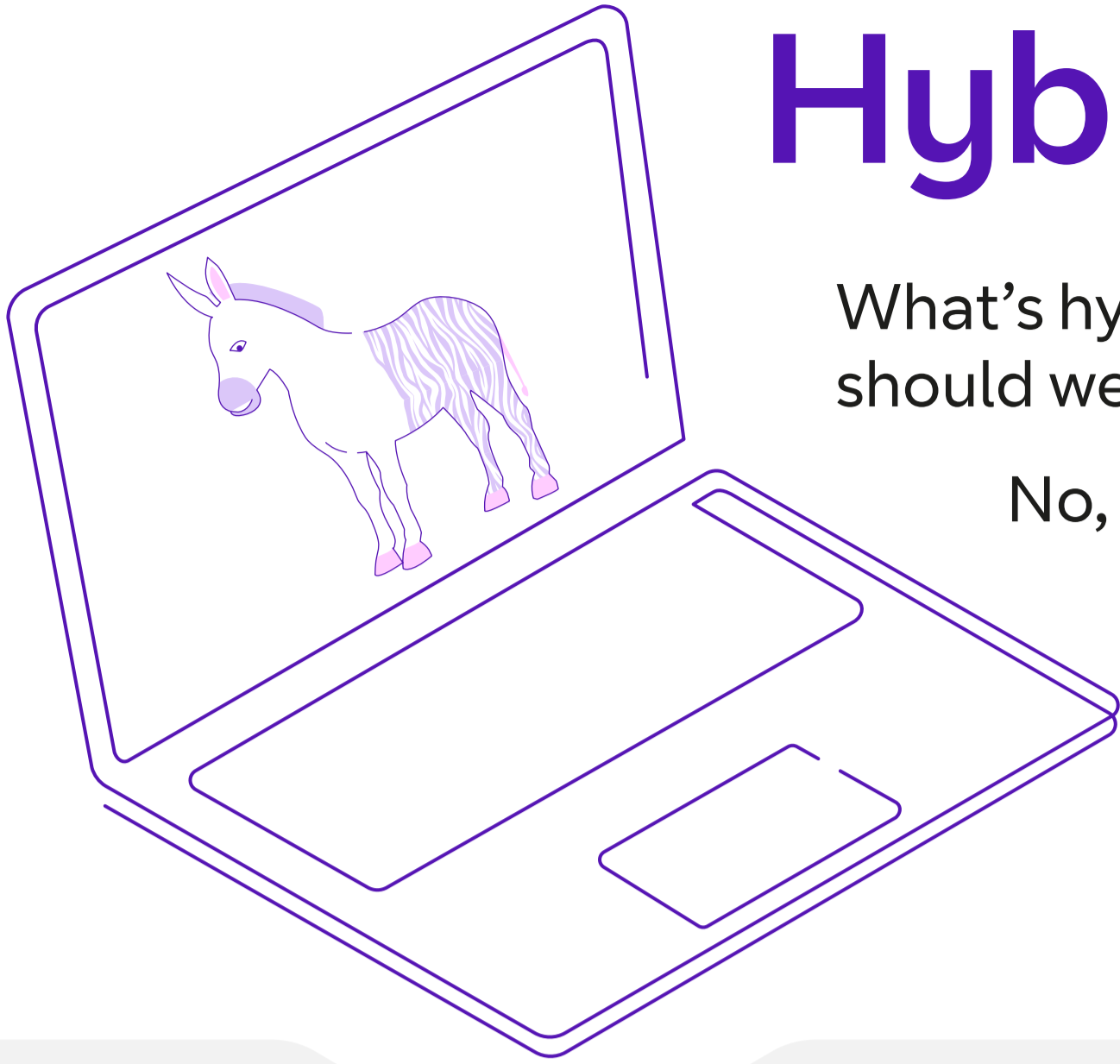


# Hybrid working

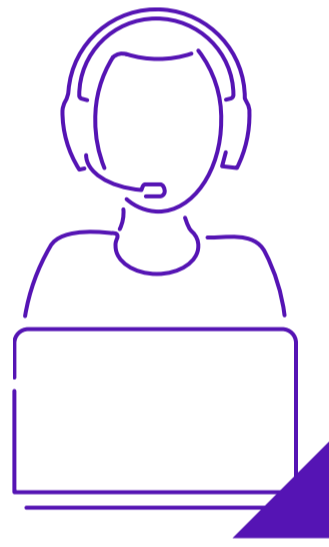


What's hybrid working? Is it about "how many days should we be in an office vs. at home?"

No, it's not. It's like the **zedonk** – a rare mash up of donkey and zebra. It doesn't spend three days a week as a zebra and two days as a donkey, because it spends all its time being a different breed. And that's what hybrid work is.

## Challenges

Contact centre work can be stressful without colleagues to share issues with



The need to replicate a physical connection digitally



Hard work for the supervisor



**Two thirds (69%)** of agents reported a hike in contact complexity with **29%** saying that they needed to have a discussion with a colleague or team leader to resolve one in five of their customer calls, emails or chats.

**55%** of agents say their systems run slow.

Teams are split between the virtual and physical world. **'out of sight'** can easily translate into **'out of mind'** – also called "proximity bias".

## How do we tackle this?

This flexibility can be beneficial for both the customer and employee experience.

However, we need to develop **digital-first** business models and mindsets to support all this.



Cloudy with a good chance of AI

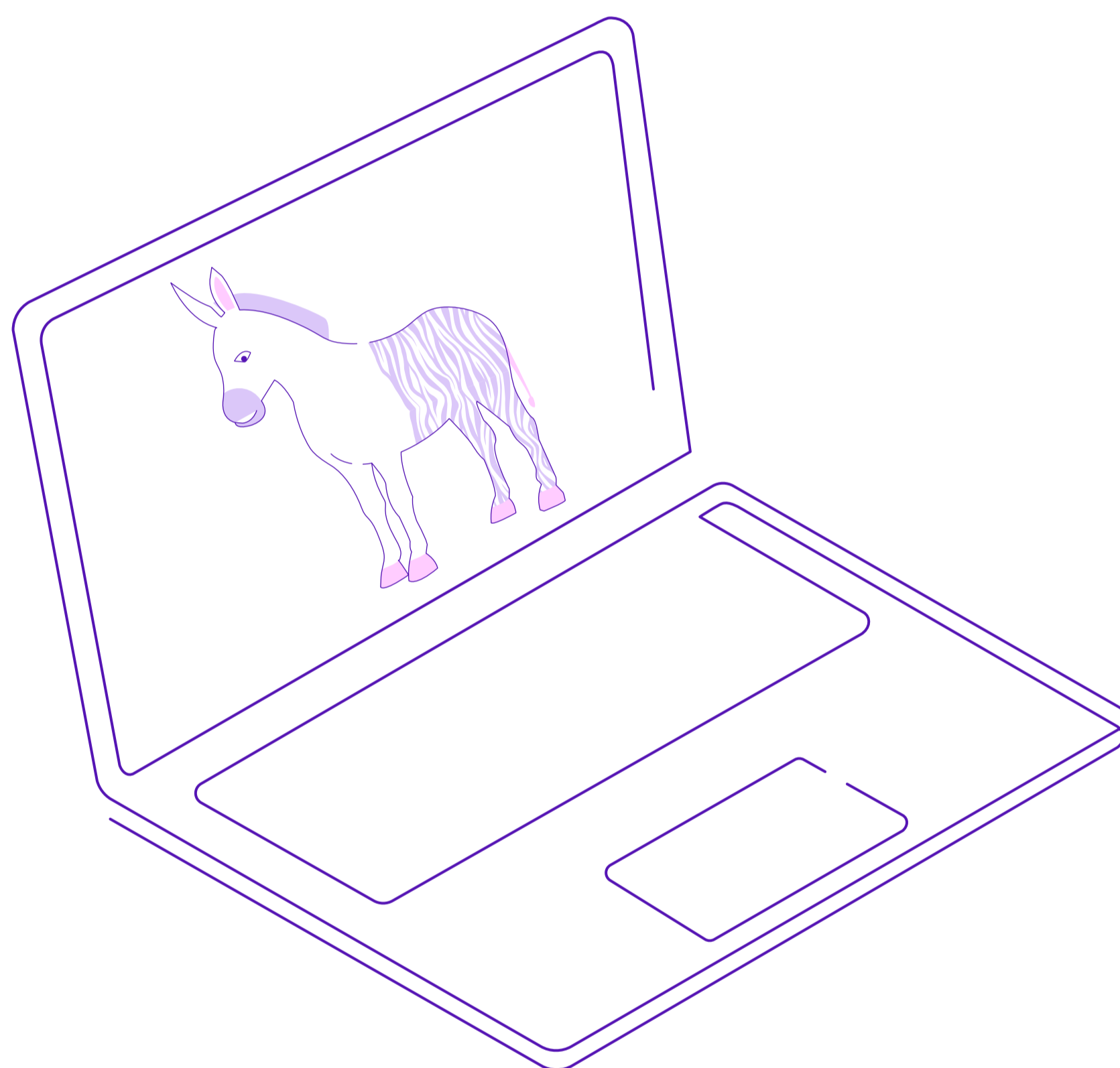
# Hybrid working



What's hybrid working? Is it about "how many days should we be in an office vs. at home?"

No, it's not. It's like the **zedonk** – a rare mash up of donkey and zebra. It doesn't spend three days a week as a zebra and two days as a donkey, because it spends all its time being a different breed. And that's what hybrid work is. It isn't about the numbers of days in the office – it's about getting work done, wherever and whenever you happen to be. The focus is the work, not where or when the work is done.

In recent research with Cisco Contact Centre agents clearly indicated that they want to move to hybrid working post-pandemic.

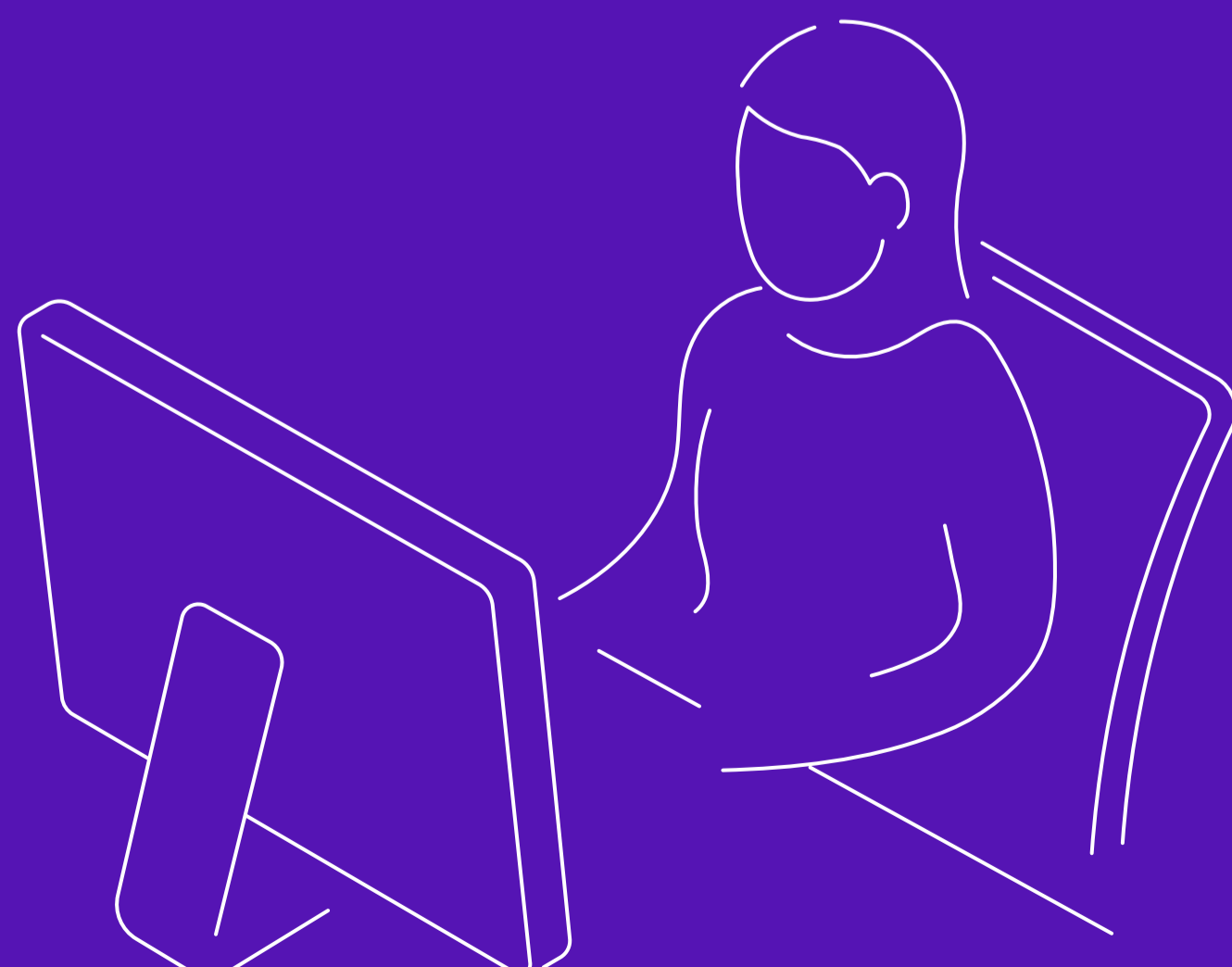


## Challenges ▲

## How do we tackle this?

This flexibility can be beneficial for both the customer and employee experience.

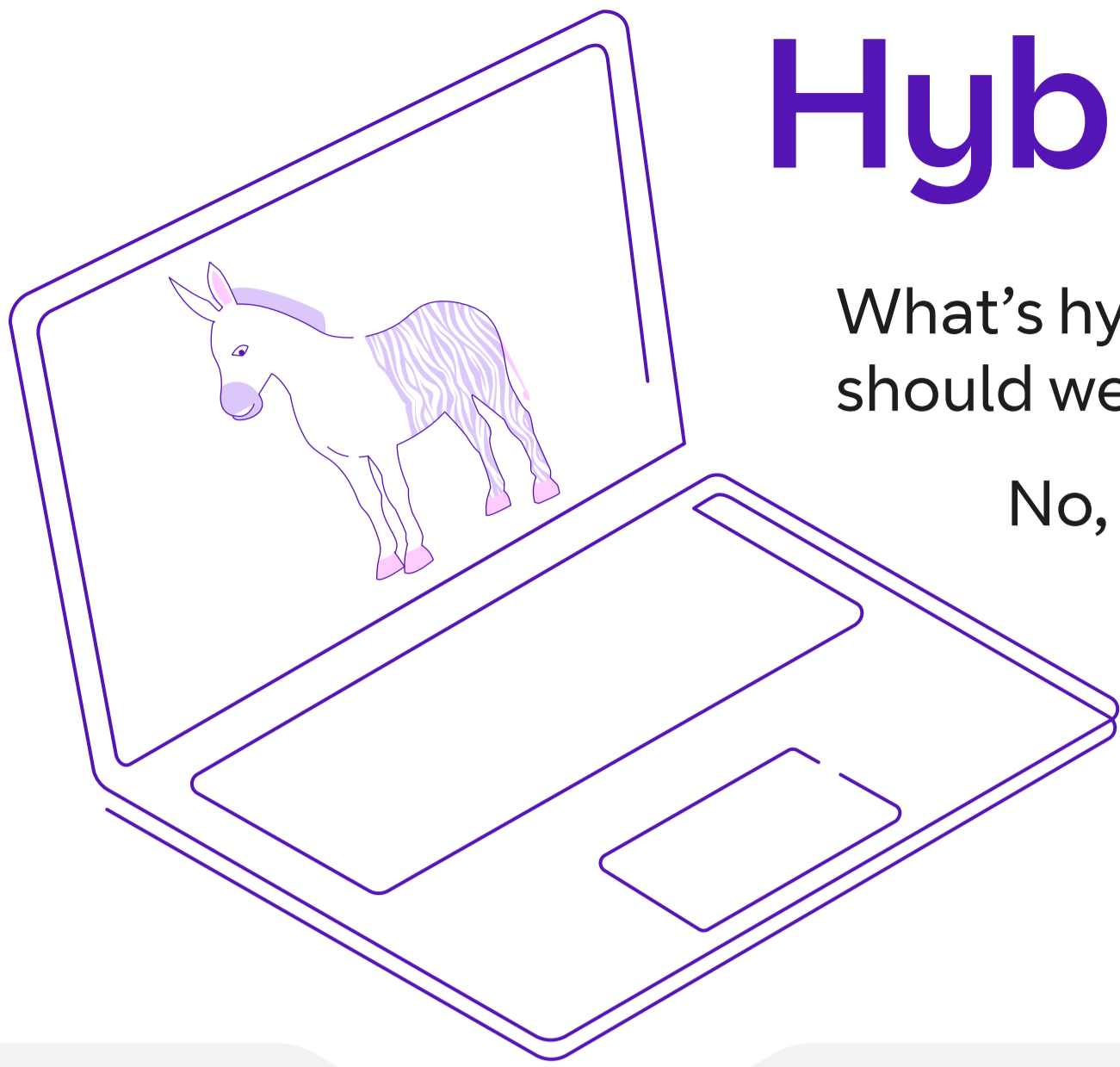
However, we need to develop **digital-first** business models and mindsets to support all this.



Cloudy with a good chance of AI



# Hybrid working



What's hybrid working? Is it about "how many days should we be in an office vs. at home?"

No, it's not. It's like the **zedonk** – a rare mash up of donkey and zebra. It doesn't spend three days a week as a zebra and two days as a donkey, because it spends all its time being a different breed. And that's what hybrid work is.

## Challenges ▼

## How do we tackle this?

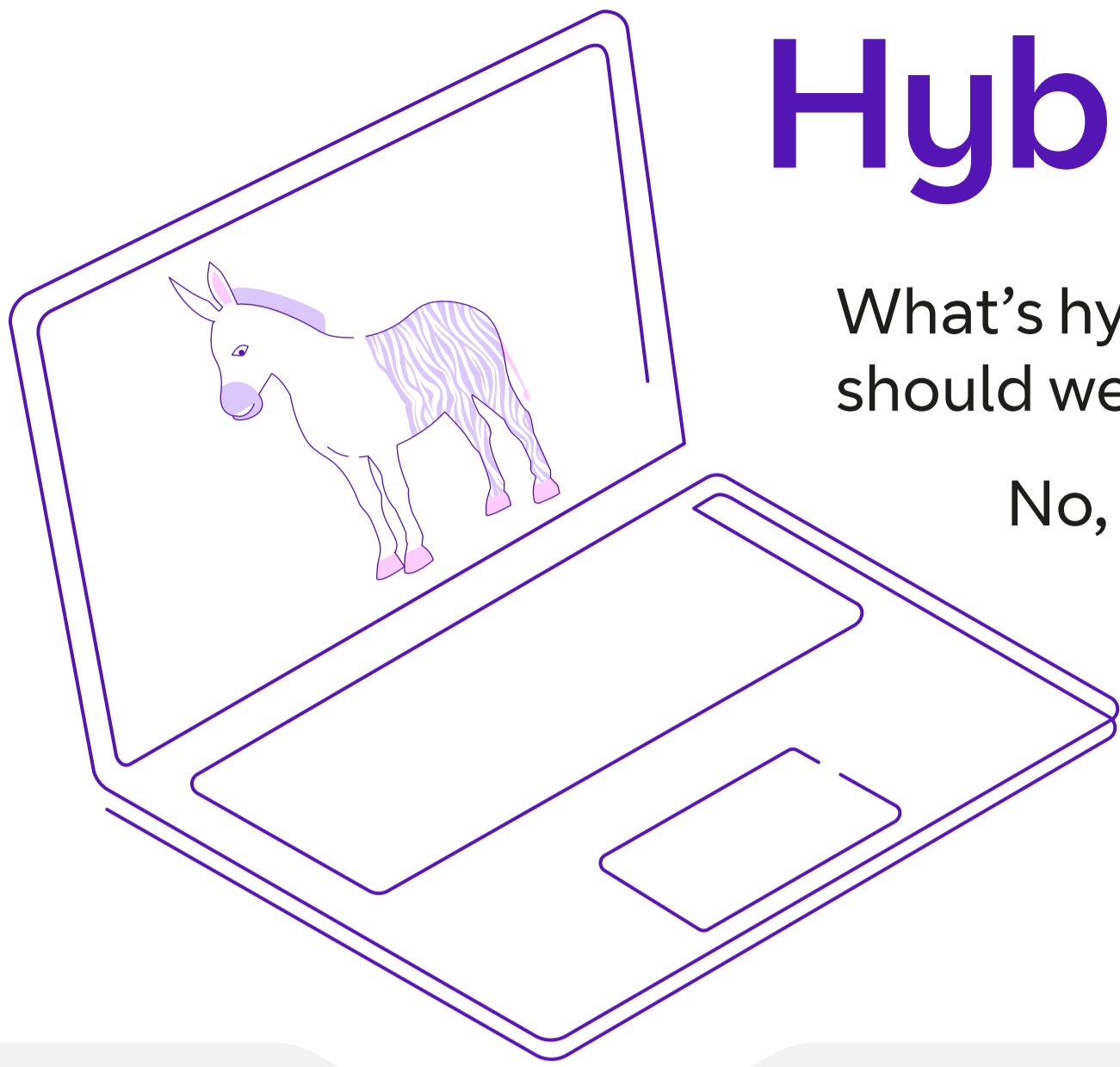


This is easier said than done – and hybrid working can be a challenging model to get right.

Although it's underpinned by the collaboration, connectivity and cloud technologies that we've come to rely on during the pandemic, it does mean that we need to stop designing work around location and start designing it around people. This flexibility can be beneficial for both the customer and employee experience. However, we need to develop **digital-first** business models and mindsets to support all this.

### Cloudy with a good chance of AI





# Hybrid working

What's hybrid working? Is it about "how many days should we be in an office vs. at home?"

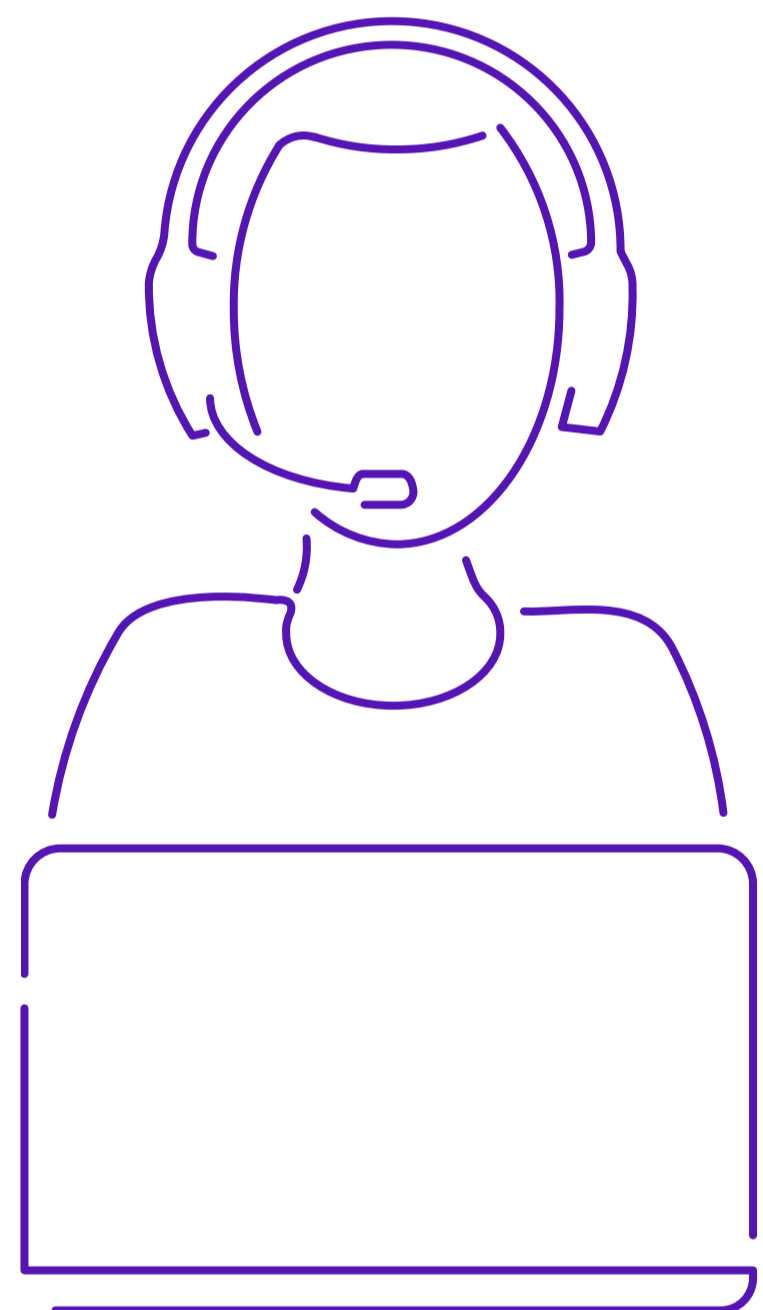
No, it's not. It's like the **zedonk** – a rare mash up of donkey and zebra. It doesn't spend three days a week as a zebra and two days as a donkey, because it spends all its time being a different breed. And that's what hybrid work is.

## Challenges

X

### Contact centre work can be stressful without colleagues to share issues with

Our research showed that customers were not only more impatient, stressed and sometimes downright rude during the pandemic (mostly because they were having to cope with a pandemic), but they were asking questions which were more complex to answer. **Two thirds (69%)** of agents also reported a rise in call complexity, with **29%** saying that they needed to have a discussion with a colleague or team leader to resolve one in five of their customer calls, emails or chats.



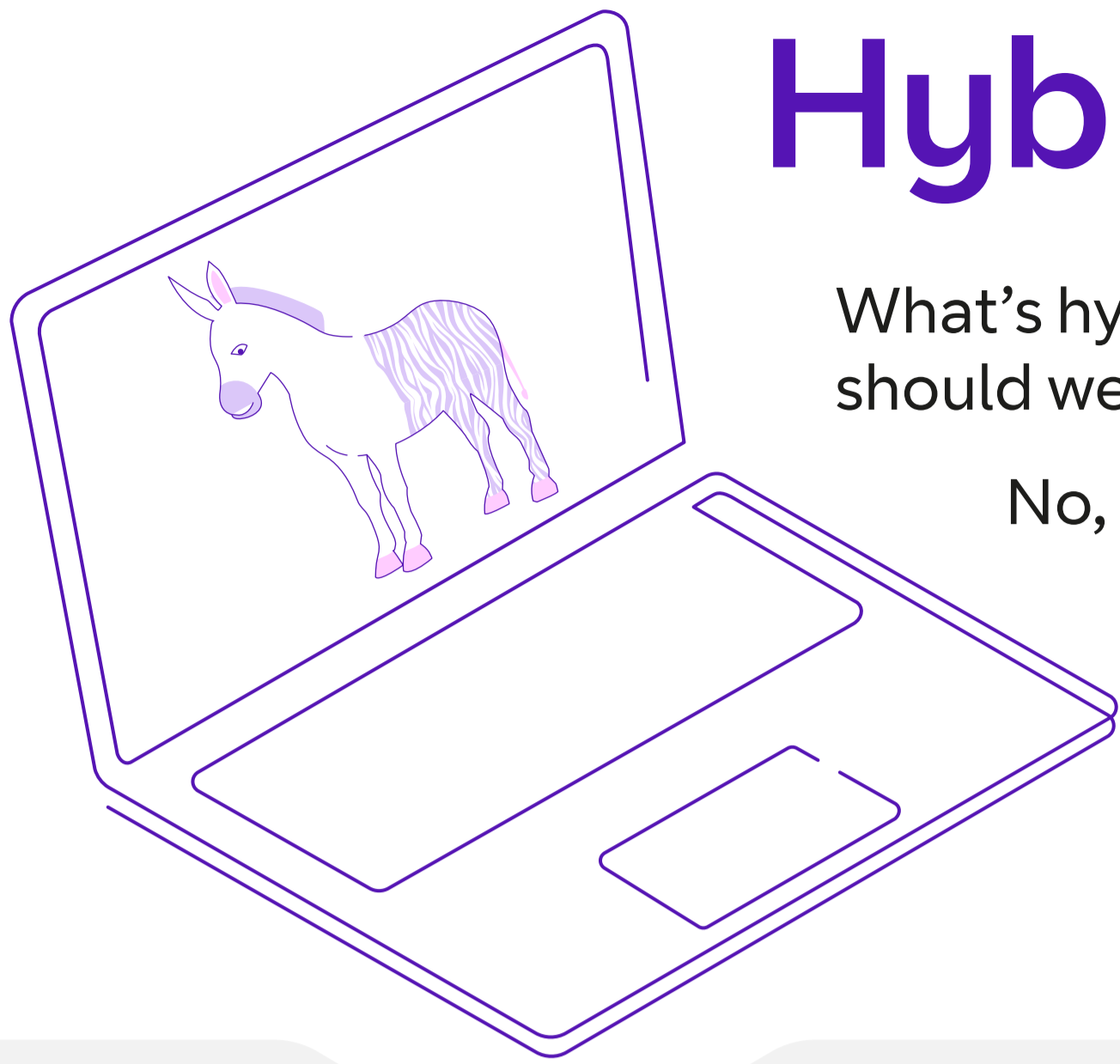
## How do we tackle this?

This flexibility can be beneficial for both the customer and employee experience.

However, we need to develop **digital-first** business models and mindsets to support all this.



Cloudy with a good chance of AI



# Hybrid working

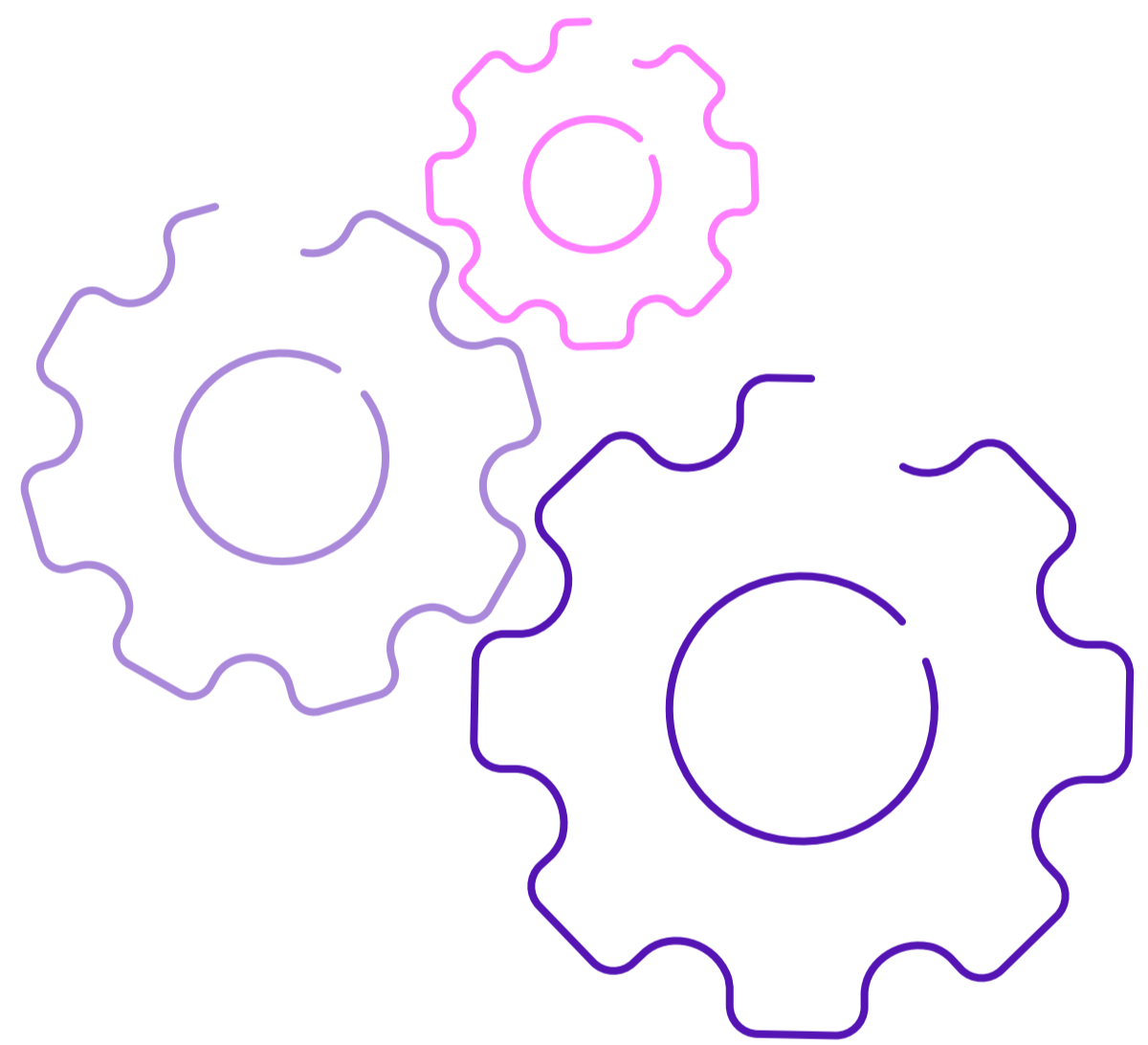
What's hybrid working? Is it about "how many days should we be in an office vs. at home?"

No, it's not. It's like the **zedonk** – a rare mash up of donkey and zebra. It doesn't spend three days a week as a zebra and two days as a donkey, because it spends all its time being a different breed. And that's what hybrid work is.

## Challenges

### The need to replicate a physical connection digitally

When agents are working in a hybrid model, this connection with colleagues and their supervisor needs to be replicated digitally for all agents through collaboration, knowledge management, and agent assistance tools. The challenge here is that **55%** of agents say their systems run slow.



X

## How do we tackle this?

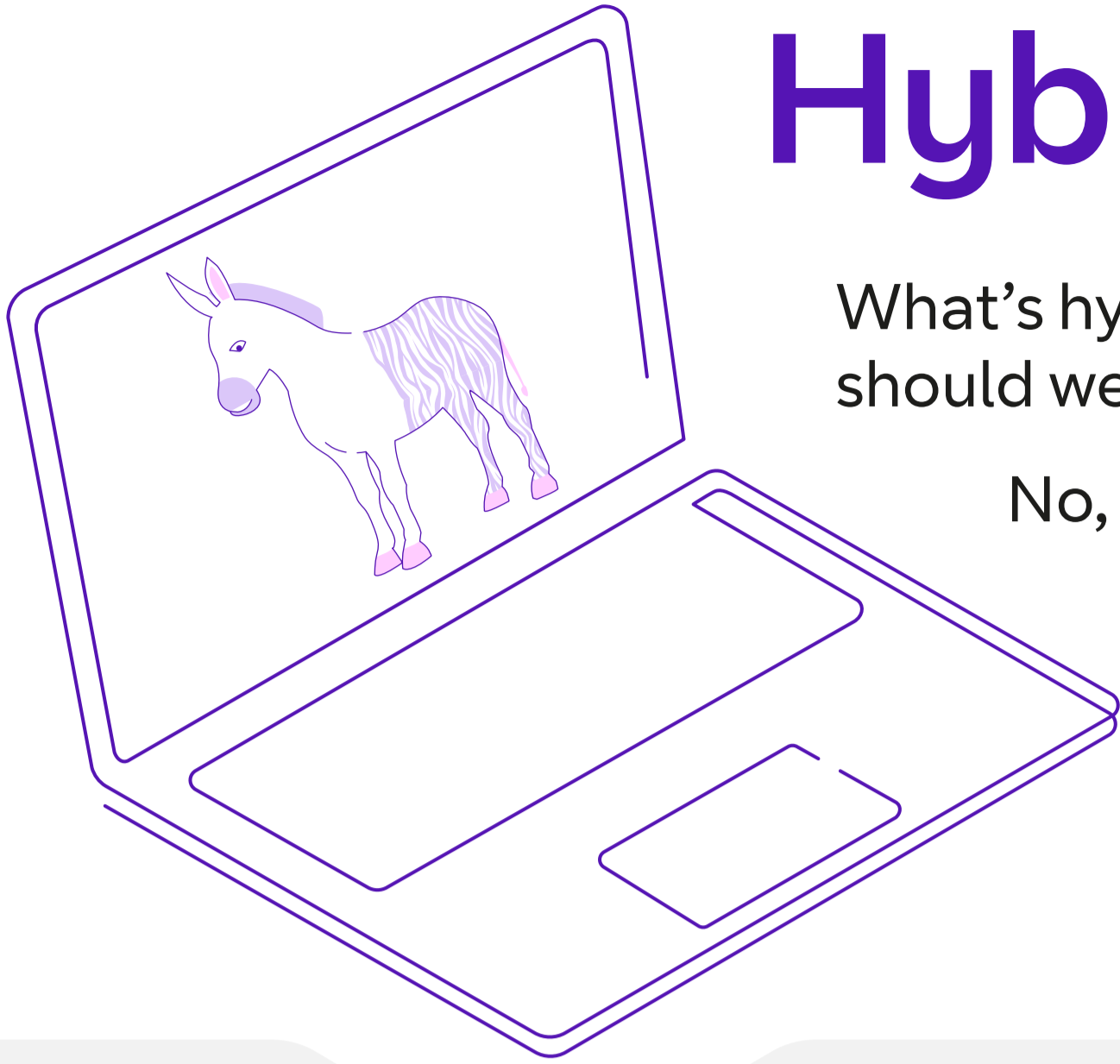
This flexibility can be beneficial for both the customer and employee experience.

However, we need to develop **digital-first** business models and mindsets to support all this.

Cloudy with a good chance of AI



# Hybrid working



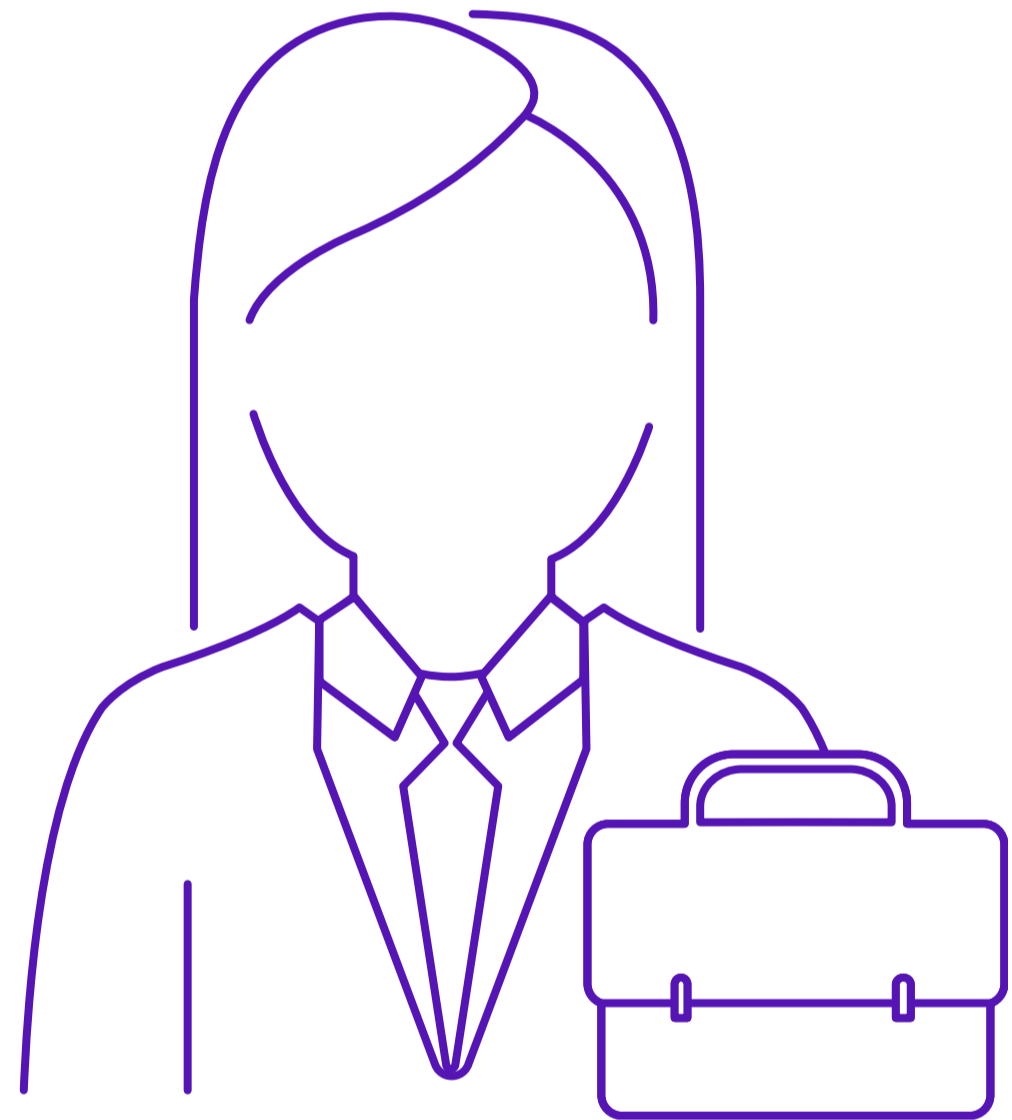
What's hybrid working? Is it about "how many days should we be in an office vs. at home?"

No, it's not. It's like the **zedonk** – a rare mash up of donkey and zebra. It doesn't spend three days a week as a zebra and two days as a donkey, because it spends all its time being a different breed. And that's what hybrid work is.

## Challenges

### Hard work for the supervisor

During the pandemic many supervisors had to work especially hard to create a sense of 'teamworking' in a virtual environment. This is even more complicated in a hybrid environment as teams are split between the virtual and physical world. 'Out of sight' can easily translate into 'out of mind' – also called 'proximity bias'. For hybrid team leaders, this means that they need to make sure that any team celebrations, briefings or beginning/end of shift huddles include everyone, regardless of where they are.



## How do we tackle this?

This flexibility can be beneficial for both the customer and employee experience.

However, we need to develop **digital-first** business models and mindsets to support all this.



Cloudy with a good chance of AI