

## Bright Index

# Improve your competitive edge through customer service benchmarking

**The pressure is on... how do you improve the customer experience you deliver your customers whilst reducing your costs? How do you know what changes to implement and the impact those changes will have on your performance and your customers?**

To significantly improve your customer service rapidly, benchmarking against your competition and the wider contact centre industry is key. Understanding how your customer service operation is really performing means you can focus your budget and resources where they will have the greatest impact on your customers and bottom line.

By having access to external comparisons you get a clearer picture of your own operation's strengths and areas for improvement. It is possible to isolate specific processes to improve, and understand how these improvements can affect other contact centre metrics and overall performance.

**Bright Index™  
is Europe's  
largest bespoke  
benchmarking  
survey**

# Simple and Effective

The Bright Index compares you to your peers on over 60 of the most relevant metrics. The metrics cover areas such as efficiency, quality, resourcing, sales and self-service.

## How does it work?

### Step 1: Scope Definition

Bright will work with you to clearly identify the objectives that you are looking to achieve, and agree which departments to assess and who to assess them against.

### Step 2: Data Gathering

Robust benchmarking requires using the exact same definitions of metrics for all participants. Bright will support you in identifying and collecting the right data for the programme. We use data from the previous six months from your management information systems.

### Step 3: Stakeholder Interviews

The Bright team will undertake a number of interviews with agents, team leaders and managers to develop a qualitative understanding of business process, operational challenges and development opportunities.

### Step 4: Benchmarking

Bright will submit your data into the Bright Index, a sophisticated benchmarking system. The results will be analysed by our senior consultants, working through correlations and trends.

### Step 5: Presenting the Results

The results and analysis will be presented back to your business in the form of a workshop and report presentation approximately two weeks after we have received your data. It will include:

- A comparison of over 60 of the most relevant metrics with appropriate peers
- Quantitative and qualitative analysis
- Achievable recommendations on how to close the gap to best practice

Gap Analysis: QUALITY

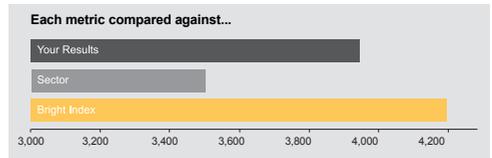
	Your Company	Sector
FCR %	80%	88%
Availability	90%	91%
Agents Per Team Leader	11 agents	15 agents
Waiting Time	35 secs	107 secs
Absence	8.9 days	5.9 days
Agent Training	4 days	3 days
Staff Turnover	8.9%	10.0%



If your business performance is outstanding and recognised as a top quartile performer, you will be entitled to use the Bright Top 25% Award logo and the news will be announced in the industry press.

### Step 6: Progress Review

Six months after the results are presented, Bright consultants will return to review progress against the agreed action plan. Bright will benchmark your performance again to demonstrate the impact of the changes made. The results will also show how your peer group and total averages have developed.



There are a number of ways businesses can benchmark their performance, from assessing yourself against industry reports to using management consultants to conduct expensive evaluations based on limited data. Others use mystery shopping to assess advisor behaviour, but this does not cover cost efficiency, utilisation levels, productivity etc. It is also normally based on a too small a sample.

**The Bright Index is recognised as the most reliable benchmarking available by being:**

Performance is measured over a six-month period to avoid temporary fluctuations and on average include one million calls per participant and measurement period.

Bright has developed a proven method to monitor a contact centre through measuring how different KPIs affect overall performance. Full omni channel capabilities measured including Voice, Email, Chat, Social and Web performance.

All participants are measured using the exact same definitions enabling the comparison of apples with apples. Your organisation will also be benchmarked against peers with the same conditions and challenges as your own.

A senior Bright contact centre consultant will deliver a Gap Analysis and recommendations for closing the gap to best practice. We will return six months later to follow up on the action plan and provide an update on the results.

The Bright Index will help you to prioritise time, resources and money. The programme also provides insight into contact centre best practice, and enables you to better align your teams to your goals and improve performance measuring.

Having conducted over 1,000 benchmarks, Bright clients have all been able to save the annual fee within the first months, and 100% would recommend participation to others.

The latest Bright Client Satisfaction Survey revealed

**100% would recommend the Bright Index to other companies.**

**86% had started implementing the recommendations given, 14% were planning to.**

**47% thought the presentation of results lived up to their expectations, 53% said it exceeded their expectations.**

"Bright was able to bring to life my hypothesis that we were over-servicing on speed but not delivering the quality of service our customers wanted. Ultimately, Bright has enabled us to make decisions much quicker and with more confidence."

Head of Customer Operations, **Camelot**

"It's dangerous to rely on your internal measurements of the contact centre's efficiency, quality and service levels alone. Bright Index gives us a good view of our real service levels and quality."

Contact Centre Manager, **American Express**

"We could spend a lot more money on business insight but we wouldn't get more value than we get from Bright "

Contact Centre Strategy Manager, **Three Mobile**

"Bright has become our trusted advisor in measuring and improving our contact centre performance"

Head of Site, **Shop Direct**

**Improve your competitive edge through benchmarking this year!**

If you would like to benchmark your customer service operations, email us at [info@brightindex.co.uk](mailto:info@brightindex.co.uk) or call **0208 296 1944**. Contact us to find out more about pricing, how quickly we can get going or arrange for a face to face presentation of what the results would look like.

## Find out more about Bright

With over 1,000 reviews of contact centre performance and millions of customer and employee satisfaction surveys delivered annually, we have identified three areas that need to be monitored continually: internal performance, employee engagement and customer satisfaction. These drive each other as well as directly affect your bottom line!

To be able to drive change it is not enough to simply measure internally, it is only when you compare externally that you see how well you are really doing. The Bright solutions cover all three areas of measuring as well as providing expert contact centre consultancy to interpret the results and offer a realistic action plan for change.

### **BrightIndex™**

#### Performance benchmarking

Bright Index™ gives companies the most reliable, relevant analysis and benchmarking of internal contact centre performance available. Every year 100 participants get 60 internal KPIs analysed and benchmarked by a senior consultant as well as receive a GAP analysis and recommendations on how to improve.

### **BrightEmployee™**

#### Employee engagement measuring

Bright Employee Index™ monitors staff satisfaction, engagement and support. Not only are all areas that drive customer satisfaction measured but the factors that affect these areas, so that management get a hands-on tool to drive change.

### **BrightNavigator™**

#### Customer satisfaction measuring

Bright Navigator™ provides automated post call surveys, broken down to team and agent level. Management have access to instant results and agents see their own results creating a self-developing and self-learning organisation.

### **BrightLink™**

#### Intelligent Reporting

The output of all three modules is presented in real time in a user-friendly dashboard with access levels available for managers, team leaders and agents.

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