



Pizza in the Breakroom

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National Association of Call Centers / Volume 9, Issue 3, March 12, 2014

For powerful advice on transforming your contact center culture, we turn to one of America's most celebrated authors, Theodor Geissel (a.k.a., Dr. Seuss). He said, "**Fun is good.**"

The best contact center reps are highly social individuals who love interacting with people, yet have little time for bonding with their fellow reps. In fact, they have little time to do much of anything except absorb their training, boost their occupancy, and lower their AHTs. So if you want to get them on board with initiatives or change that requires something above and beyond the call of duty, think of creative and fun ways to grab their attention and inspire action.

Add Pizzazz to Process

To begin, communicate the specific business reasons for change through informing, incentivizing and/or recognizing.

Informing covers the Who, What, Where, When and Why associated with the initiative or desired change. **Incentivizing** involves driving engagement through monetary and non-monetary methods to entice people to participate in an initiative, training, or to stay around. **Recognizing** allows reflection on healthy competition or accomplishments such as reaching much sought after key performance indicators, certifications, or project milestones. Recognition is also great after making it through a tough period associated with peak season, product recall or parts shortages, or logistics snafus, all of which drive higher than usual or planned volumes for CC staff to cover.

Pulling these three concepts together could look like a town hall meeting with posters of your informing message. Add some balloons, music and food to entice them into learning more and participating in the initiative, followed by periodic recognition of individual or team achievement in the journey. Together these are powerful tools in your contact center management toolkit to drive change within your center.

Take Fun Seriously

Making things fun in your center doesn't happen with the wave of a wand. Here are four key steps to success:

#1: PLAN AHEAD.

Be sensitive to the center's coverage needs and coordinate across centers. Consider timing. Waiting to the last minute (or last 30-120 minutes) to plan can cause things to go awry. For example, waiting until the last minute to inform West Coast staff in a multi-site center that pizza is on the way can leave East Coast agents with a bad taste in their mouth, raising morale in one location, yet decreasing it in another.

#2: STAY TRUE TO YOUR CORPORATE CULTURE.

What is delivered needs to take into account corporate goals and messages – such as wellness – as well as a link to your program or initiative message. You also need to know what works for your center and stick with it. For example; donuts to a center with a weight watcher's program or high health issues doesn't really say "we care." Throwing some pizza into the breakroom, but not allowing any time for agents to



enjoy it before telling them to get back on the phones sends a contrary message. However, fresh fruit every Wednesday during a program rollout or peak season does say “we thought of you *and* we care.”

#3: EXECUTE IN EXCELLENCE.

The reps will take note of the effort you put into the event. If you don’t care very much about the event, why should they care about what you have to say? There’s nothing worse than planning a party and the food is late or cold – or worse, gone! The celebration or enticement loses energy and your “Negative Nancy’s” get a chance to spin your efforts into a completely different intent.

#4: DON’T BE THE “ONE-EVENT WONDER.”

Creativity drives success. Develop a committee of front-line staff and include support staff from Quality and Workforce as well as HR to monitor the success of events, impact on productivity and results. For best results, avoid duplicating themes of events too close to one another.

Successful centers use more than just pizza in the breakroom to engage and motivate agents. Add pizzazz and fun to initiatives for greater success in your center!