

# LEADING PRACTICES FOR CUSTOMER-FACING TEAMS

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By [Afshan Kinder](#) | Published in Call Center Helper: April 24, 2024



Oprah Winfrey once said, "Stay curious, keep learning, and always strive to be a better version of yourself." This statement epitomizes a growth mindset philosophy and contact centres who embrace this belief, use collaborative coaching as their mechanism to spark this thinking with agents.

Collaborative coaching works best when there is deep trust between a leader and their agent. When the focus moves to solving something for your agent and for the business, it results in a stronger agent commitment to make the change. On the flip side, leaders who use autocratic coaching as the driver of change create mistrust. It's not a surprise to see high attrition and inconsistency of results in these organizations.

Now that the backdrop of how to drive sustainment of habits has been set, these three skills, if habitual, are proven to increase customer satisfaction. They are:

## [Acknowledgement, Empathy, and Ownership.](#)

Before jumping to coaching, take time to align by sharing the definition of a skill. Make it simple and easy to remember.

Here's an example of a simple definition of **acknowledgement**: If a customer says something, say something back.

If the customer expresses emotion about their circumstances, use a statement that acknowledges their feelings and the inconvenience of their situation. That's **empathy**.

The skill of **ownership** is confused with the skill of sharing next steps with customers. "Let me look into your account." indicates next steps to a customer. It doesn't convey a readiness and willingness to help. Ownership is definitive and bold. Encourage your agents to own it by saying something like, "I can absolutely help you with this." or "I understand and I'm here to help."

If you want an immediate lift to your customer satisfaction, harness the power of these 3 skills with your frontline teams.



Afshan is a sales, service and contact center guru. Her superpower is her unique approach of inspiring clients to embrace fresh ideas, concepts, and cutting-edge strategies to spark and sustain organizational change. Her strategies have been successfully used by her Fortune 500 clients to simultaneously improve customer experience, revenue, and productivity. Clients have sustained these gains by building a foundation for all levels to be inspirational leaders and exceptional coaches by using her elevate2Great strategies.

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