

Building a High Performance Call Center With HeartMath Technology



HeartMath's High Performance Call Center Program is designed to achieve measurable outcomes that solve a call center's most important issues:

- ▶ Reducing costs, disabilities, and absenteeism
- ▶ Reducing stress and improving morale
- ▶ Reducing agent turnover
- ▶ Increasing company profits
- ▶ Improving customer satisfaction



Building a High Performance Call Center

HeartMath combines science and business, delivering high impact tools that create measurable and sustainable results in Call Centers. Substantial scientific research has shown that HeartMath programs produce dramatic improvements in agent/manager emotional well-being and improved physiology in both groups. Call Center Key Performance Indicators include: reduced agent/manager stress, decreased agent absenteeism/lateness, decreased disability costs, reduced agent turnover, increased agent productivity, increased agent well-being that produces delighted customers and increases customer loyalty.

HeartMath program at a HI-Tech Fortune 50 Call Center yielded: [Click here](#)

- + 67% decrease in desire to quit the job or turnover
- + 50% reduction in agent stress, anger, worry, tension and depression
- + 38% improvement in communication between staff and manager
- + 33% improvement in listening to customers and fellow employees
- + 36% improvement in feeling taken care of by the organization

*** Total Estimated Company Savings: \$436,700**
 Estimated ROI was \$17 for each dollar spent on the HeartMath Program in the first year.

“Agents are listening to a customer’s complaint in a new way: they can hear the entire message. Agents no longer get engaged in the customers’ stress and their new skills allow them to solve customer problems more effectively. Agents easily diffuse the tension and move straight to solving the customer’s problem. Now we are able to build lasting customer loyalty.”

Jim Moore, Sr. Manager, Hewlett-Packard Co.

HeartMath Reduces Stress In Call Centers

Stressed agents talking to customers has serious effects on the bottom line. A Harvard Business Review study shows a 5 percent reduction in customer defection translates into 30-85 percent decrease in corporate profitability. A small percentage of customers who aren’t satisfied with a company’s service can result in huge losses. The connection between delighted customer service agents and loyal customers cannot be ignored.

- **HeartMath programs result in a 69% reduction in agent stress.**

HeartMath Reduces Turnover And Absenteeism in Call Centers

Call Center News Service reports that replacement costs for agents who leave the company reduces earnings and therefore, stock prices by an average of 38%. However, by reducing turnover and fostering teamwork in the customer service operations, a company’s stock price can rise. All it takes is improvements in stress and improved communication with managers.

- **HeartMath programs have resulted in a 50% reduction in staff turnover.**



HeartMath Enhances Call Center Culture And Work Environment

*The Journal of Applied Psychology** examined six dimensions of a workplace's psychological climate and found that the quality of employee performance and productivity was dependent on:

1. Supportive management
2. Well-defined work roles
3. Freedom for employees to express and be themselves
4. Employees feeling they are making a meaningful contribution
5. Employees being appropriately recognized and appreciated
6. Challenging work

* Jan 6, 2003 by Dr. Steven P. Brown, School of Business, SMU and Dr. Thomas V. Leigh, College of Business, University of Georgia.

"The most noticeable outcome from the HeartMath program has been a shift in the relationships in the management team, which was immediately noticeable by the staff and generated a positive, caring culture for our customers."

Laura Page, HR Director, Mandarin Oriental Hotel, San Francisco

- **HeartMath programs result in an 80% increase in improved employee perception of their work environment.**

BENEFITS OF HEARTMATH SYSTEM

- + Improved employee satisfaction
- + Improved customer loyalty
- + Improved call center morale
- + Improved average call handling time
- + Improved call quality

HeartMath produced the following results in a health care organization:

- Reduced employee turnover by over 50%, sustained over three years.
- \$800,000 in accumulated savings.
- Improved customer satisfaction by 27% in first year, sustained over three years.
- Now Ranked #1 in employee satisfaction and morale.

{Based on national database of more than 300 health care organizations.}

"The HeartMath programs have given us tools to make the difference between required courtesy and genuine care... We have achieved our benchmarks in excellence in patient satisfaction and employee satisfaction. I believe without HeartMath, we could not have reached our potential."

Tom Wright, COO, Delnor-Community Hospital



8 Steps to Building a High Performance Call Center With HeartMath

Step 1) Start by Setting Goals—Measuring makes a Difference

Clients select call center metrics that if improved would make a direct financial difference to their business. We measure these Key Performance Indicators, before, during and after the HeartMath program. At the end of the program, we will write a business case study, detailing the results and associated dollar cost value produced by the new performance levels of your Call Center. This study is suitable for use by you and your management team in Call Center review meetings and Call Center budget meetings.

Step 2) Baseline Measurement & Control Group Selection

HeartMath's Personal and Organizational Quality Assessment (POQA) is a confidential 85 item self-report inventory designed to reflect key elements of performance, personal health and organizational quality. It is taken by each program participant before the HeartMath training begins. A control group is selected and measured in this step.

Step 3) Executive High Performance Strategies for Executives

Training by phone. This is a private, focused program for Executives, Call Center VPs and Call Center Directors who prefer to learn the solutions in a 1-on-1 format that fits their schedule. This process facilitates improvements in personal performance, leadership capacity, stress reduction, emotional management, decision-making, communication, and relationship skills. Includes four one-hour sessions.

Step 4) Training for Call Center Manager Supervisors and Team Leads

Power of Coherent Customer Service™ Leadership training for Call Center Managers, Supervisors and Team Leads consists of a 1-day core tools workshop followed by hands-on Freeze-Framer software training and integration workshop.

Step 5) Train-the-Trainer

The Train-the-Trainer course takes place either at HeartMath's beautiful 160-acre Research and Conference facility in northern California, or at your location with 5 trainers or more. Length of trainer course is 4 days. The Train-the-Trainer Course is a cost effective delivery option for making HeartMath's solutions available to all agents; either permanent or temporary.

Step 6) High Performance Agent Training

High Performance Agent training can be delivered by one of HeartMath's master trainers or your internal trainers. The Program consists of a seven-hour Power of Coherent Customer Service workshop, delivered in two modules and includes hands-on Freeze-Framer software training.

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Step 7) Post-Training Measurement & Control Group Measured

Measurements of the program participants and the control group are taken again via the POQA approximately six weeks after the HeartMath training has concluded and again three months later. Key Performance Indicators are measured at this time as well.

Step 8) Final Business Case Presentation

Included as part of the program, HeartMath will tabulate the Key Performance Indicators (KPI) and POQA measurements and write a business case study, detailing the results and associated dollar cost value produced by the new performance levels of your Call Center. HeartMath will present this business case to you. (Note: In some cases, an additional measurement step may be necessary to determine results of longer-term business indicators.)



Freeze-Framer



TMC Innovation Award Winner

"This {Freeze-Framer} has got to be the most innovative call center-related product I have ever seen! This is the granddaddy of all Innovation Awards! Wow! This is perhaps the most innovative product designed to improve call center efficiency (by reducing stress) we have ever seen... Well done, HeartMath, we are not easily impressed!"

TMC Labs

Freeze-Framer® Interactive Software

A featured part of the HeartMath program is our award-winning software for reducing stress, boosting performance, accelerating learning and improving health. The Freeze-Framer is an easy to use software program that displays your heart rhythms in real time and shows you not only how stress is affecting you, but also trains you to achieve the positive effects of HeartMath solutions. You will observe your progress as you practice, use games to improve your techniques, and track your results over time. Freeze-Framer units are typically part of course materials, or can be shared "kiosk" style by groups of employees.

HeartMath's organizational clients include: Hewlett Packard, AT&T, Unilever, Bank of Montreal, Sprint PCS, Boeing, Liz Claiborne, BP, Motorola, Cathay Pacific Airlines, Cisco Systems, Pitney Bowes, EMC, Rohm-Haas, PacifiCare, Redken 5th Avenue NYC, Shell and United Technologies, as well as numerous federal and state government agencies, school systems, health care organizations and the U.S. military.



“Like many organizations, the organization I work for is performance driven -it's data driven- and people like to see the proof that something works. HeartMath gives you that proof.”

Chris Roythome, M.D., Chief Medical Officer, BP

Business Articles about HeartMath's High Performance Programs and Technology have been published in: The Harvard Business Review, The Wall Street Journal, The Journal of Innovative Management, Journal of Executive Excellence, Industry Week and Business 2.0.

The Media Has Carried Stories About HeartMath Stress Management Software and Training on: CNN, ABC World News Tonight, NBC Today Show, Good Morning America and The Discovery Channel.

Scientific Community Studies—HeartMath research, innovations and results have been published in top scientific literature. Over fifteen studies have been published in peer-reviewed medical journals like:

- American Journal of Cardiology
- Journal of Advancement in Medicine
- Proceedings of the Eleventh International Congress on Stress

Transforming Call Centers to Profit Centers



Page 5

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