



EBOOK

10 Examples of SMART Goals for Call Center Agents





MaestroQA



Imagine being a passenger airplane pilot whose entire job is to get a plane full of people to a specific destination on a specific day at a specific time. Everyone who bought a ticket for a certain flight made the selection based on the destination, date, and time with the understanding that's what would be delivered.

Now imagine that the pilot only had a general idea of what area they were supposed to land in, but not a specific airport or even city. On top of that, what if they weren't quite clear on what day the plane was supposed to land, much less what time it was expected to arrive?

Technically there's a chance that the pilot could make a lucky guess about where to go, when to go, and what time to get there, but chances are incredibly unlikely. The probability is that the pilot could get in the general area, but hours away from the expected destination of the plane full of passengers at a time that completely throws a wrench in everyone's plans.

Without a specific destination and a specific time and date to arrive there, even the most skilled of pilots are unlikely to perform the job that they were hired and paid to perform.

A call center is no different. Similarly, if you're not clear on the specifics of the customer service goals that you're setting and asking your customer service teams to get on board with – even if you have Top Gun level customer service agents – there's a very small chance you'll arrive where you want to go.

Luckily, there is a framework for setting customer service goals that will help you and your call center staff arrive much closer, if not at, your destination. It's called [SMART goal setting](#).





What is a SMART Goal?

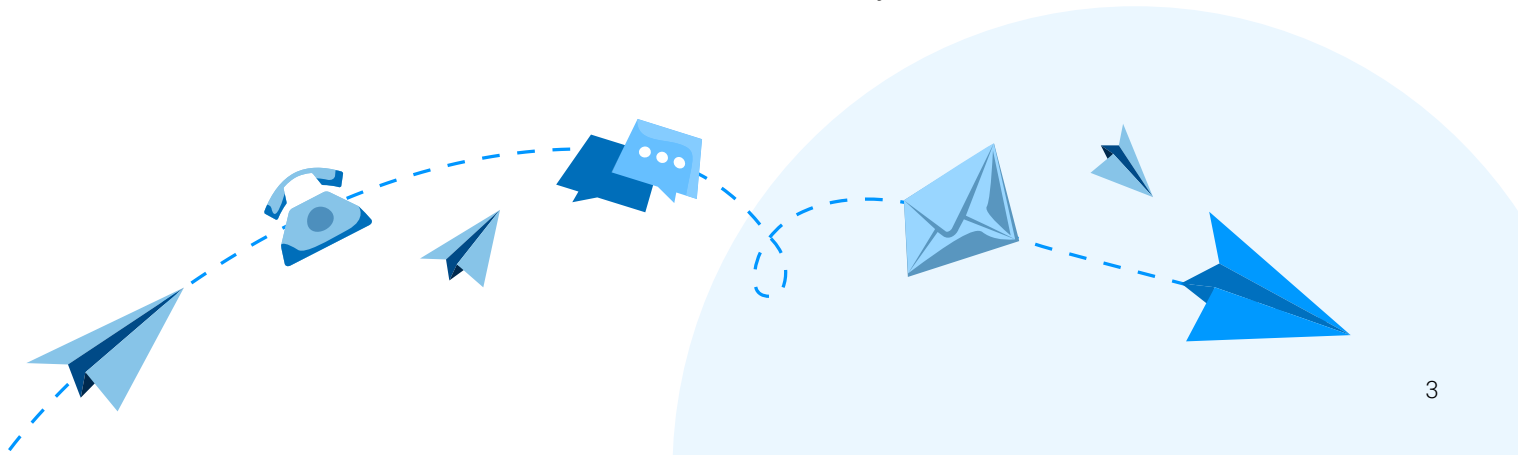
WHAT IS A SMART GOAL?

Before sharing examples of SMART goals for call center agents, let's break down what a SMART goal is and why it's important for customer service goals. SMART goal setting is a system to help individuals in your customer service teams and organizations set goals in a way that greatly enhances the chances of achieving those goals. All SMART goals should be created to support the mission, vision, values, and goals of the call center. This means that all examples of SMART goals for call center agents are going to look different in different call centers and will probably look different in your call center from quarter to quarter, if not month to month.



SMART is an acronym that stands for:

- S:** Specific
- M:** Measurable
- A:** Attainable, Achievable, As If
- R:** Relevant
- T:** Timely





What is a SMART Goal?

Specific

Every one of your examples of SMART goals for call center agents that you implement needs to be specific to the customer service team and the management. It should be absolutely clear on what customer service goals they're all working toward. For example, if you request that your customer service agents reduce customer wait times, they could cut down on customer wait times by two seconds, and technically they would have fulfilled your request. If you set customer service goals to cut down on customer wait times by three minutes, your team will know exactly what they're working toward, and you'll have the satisfaction of watching the needle move toward a goal that could potentially make a large impact on overall call center performance.

Measurable

Attaching a quantifiable quality to examples of SMART goals for call center agents is crucial for achieving customer service goals. The example from the "Specific" section applies here as well. Asking your agents to cut down on wait time can technically be achieved simply by cutting down by one second. Avoid the awkwardness of having the "that's not what I meant" conversation by knowing what measurable outcomes you're looking for. This is why call center software that can measure customer service metrics is crucial to success.





What is a SMART Goal?

Attainable, Achievable, As If

You always want to set up your customer service team for success whenever possible. So, as you read these examples of SMART goals for call center agents, think about how attainable your customer service goals are – which is crucial for creating wins for your team. For example, you could ask your team to reduce customer wait times down to one minute. However, it's up to you to evaluate how realistic that is, given the volume of calls and how long wait times are currently. Your team needs to be empowered to succeed, and as nice as it sounds to have a one-minute wait time as the standard, expecting the unrealistic will only frustrate your team, which increases the risk of lowered morale and higher turnover.

The “as if” aspect is borrowed from [Neurolinguistic Programming \(NLP\)](#), a linguistic-based practice often used to help clients maximize their performance in their personal and professional lives.



Even though it's not as widely used in creating examples of SMART goals for call center agents, it's worth incorporating to make your goals more attainable. Acting “as if” simply means the agent pretends, imagines, and behaves “as if” they already live in a world where customer wait times are only three minutes long. If you're receiving feedback that even imagining your customer service goals is difficult for your team, you might want to readjust your goal until they can fully visualize and embody the change you want your customer service team to make.



What is a SMART Goal?

Relevant

When setting customer service goals, consider whether the goal is relevant to the mission, vision, values, and goals of the call center. Is it relevant to the skill sets that your agents bring to the table? Does it make sense in the context of the larger picture of what your call center is trying to achieve? If you have difficulty identifying where in the grander narrative of your company that your customer service goals belong to, you might want to take a step back and ask if it's a goal that is worth your time, money, energy, and lost opportunities to try to implement. Be sure to keep relevance in mind while reading through our examples of SMART goals for call center agents.

Timely or Timebound

There's truly nothing like a deadline to motivate your team toward a goal, which is why all of our examples of SMART goals for call center agents can have a deadline created around them. Any goal that you set should have a clear deadline and should be marked on all company calendars. Any negotiations on moving the deadline should be met with careful consideration, as you do not want to set a precedent that deprioritizing goals and commitments are an acceptable practice in your call center.





10 Examples of Smart Goals For Call Center Agents

10 EXAMPLES OF SMART GOALS FOR CALL CENTER AGENTS

Taking the time to ensure your goals meet the SMART criteria will have a huge return on investment, especially as you start understanding more of what works and what doesn't work for your call center in this framework.

Here are ten examples of SMART goals for call center agents that will increase your call center's performance:

1. Increase Customer Advocacy

Referrals and positive reviews are some of the most lucrative and cost-effective sources of gaining new customers. To implement this as a call center SMART goal, you'll first have to integrate [Net Promoter Scores \(NPS\)](#) surveys throughout the customer experience. Additionally, surveying new and current customers will give you valuable insights about what is working and what needs to be improved, while a higher NPS score indicates a higher likelihood of your customers' satisfaction.

2. Achieve Higher Employee Satisfaction

The more satisfied your employees, the better served your customers are – which makes this one of the most important examples of SMART goals for call center agents. This metric is closely linked to AHT, so it's one to pay attention to. You can measure employee satisfaction through employee surveys, AHT data, and turnover rates.



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3. Reduce Customer Wait Times

With all the metrics that you are tracking and all the SMART goals you are creating around your customers, this one might be worthy of being put right at the top of your priority list. The longer your customers wait to speak to someone about their customer issues, the more frustrated they're going to get — which is why so many examples of SMART goals for call center agents focus on efficiency and satisfaction for the customer. If they don't have to wait long, then there's a higher likelihood of them feeling like they were well taken care of and becoming one of your advocates with positive customer feedback as happy customers. Looking for ways to reduce your customer wait time to improve customer retention? Discover what integrations and solutions our [QA software](#) offers that can help you achieve your wait time SMART goal.

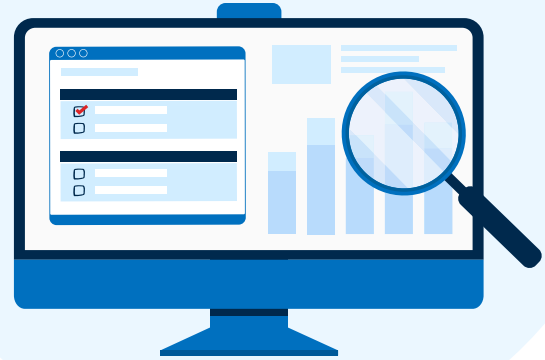
4. Continuously Improve Employee Skills

Before hiring and onboarding, customer service managers want to know if a prospective agent has basic skills and understandings. At the very least, these things should indicate that they're [capable of being a valuable asset](#) to your call center team and contributing toward the right customer service goals. As they're being onboarded and trained, you'll want to ensure that their skill set equips them for success as they go out onto the floor and start handling customer concerns. With training built into your QA software, you'll know the strengths of individuals and your team as a whole, in addition to areas where there's room for improvement or clarity in your training process.





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5. Increase Employee Problem-solving Skills

Once you've hired a skilled call center agent, how do you elevate their performance to the next level? A team of top-performing customer service agents adept at solving customer problems is advantageous — they won't have to rely on colleagues or management to answer questions, and AHT will decrease significantly. However, there's a less obvious benefit to your employees increasing their problem-solving skills: it means that they're growing and engaging while increasing confidence and connection in their work environment. By offering continued training and [mentorship opportunities](#) to your agents, the ones who want to grow and strive for excellence will likely step up to the plate. This SMART goal can be measured by turnover, AHT, monitoring who has completed which training on your QA software, and employee satisfaction surveys.

6. Improve Turnaround Times

It's not surprising that more than one of our examples of SMART goals for call center agents is tied to AHT. Leaving customers on a prolonged hold while getting their questions answered is never a recipe for success — especially when your call center agent is returning to the call with information that the customer did not want to hear. This is an opportunity for the team's focus to shift toward what communication channels are being utilized to resolve customer issues and if there's a chance to implement more communication methods that can deliver faster results, such as chat. Finding QA software with robust integration abilities is key in opening up new channels of communication and reaching your customer service goals.

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7. Increase Customer Satisfaction

A no-brainer for any call center that wants to achieve its customer service goals — one of the most obvious examples of SMART goals for call center agents — is increasing [customer satisfaction](#). It has a myriad of benefits, including increased customer advocacy and return customers. Average Review Ratings will be the KPI that shows you whether you and your team are moving the needle in the right direction or need to design a new strategy.



8. Increase Customer Loyalty

This is an important item in our examples of SMART goals for call center agents that ties in very closely with customer satisfaction and increased customer advocacy. Loyal customers say good things about your company and tend to be some of your most effective advertising making this a worthy goal to pursue. Want to know if your customer loyalty is increasing? Take a look at your Customer Retention Rate and your Customer Churn to see if you're meeting or exceeding customer expectations.





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9. Improve Assessing and Measuring Your Company's Data

If you've been taking the same approach to assessing your data for more than a few years, there's a high likelihood that you're using methods and technology that is slowing you down, or even worse, not painting the entire picture of how your call center is improving. Revisiting your values, mission, and goals will help you reorient yourself and your team to what is important to pay attention to, especially when considering which examples of SMART goals for call center agents you'd like to implement. This is also a good time to audit your analytics or QA software to ensure that you are getting the data you need in an efficient manner and without a bunch of fuss.

10. Create a More Human Experience for Your Customers

Last on our list of examples of SMART goals for call center agents is a goal that's not quite as cut and dry to calculate. Your customers love the convenience of technology but, like many people, are craving a real connection during their day-to-day lives, especially after so many aspects of our lives have gone online. Creating a more personalized experience for your customers might not meet the "M" part of SMART very easily with a concise data point, but there are communication channels that could certainly increase the likelihood of customers feeling like they received a personalized experience, such as video chat. Other ways to provide that personalized experience is through designing a seamless user experience from end to end when they come to your website or splash page. Pay attention to feedback around these strategies in your customer service satisfaction surveys. (Bonus: providing your agents with a [personalized human experience](#) will pay dividends in illustrating the value of this strategy.)

Conclusion

Taking the time to understand these examples of SMART goals for call center agents is an investment in itself. To achieve all of this, you want QA software that can deliver the KPI data in a way that leaves no second-guessing for whether you arrived at your destination or – if it's time to recalibrate. Set up a [demo](#) with MaestroQA today and start a journey with top-notch data navigation to get your call center to the Top Gun performance level.

MaestroQA makes omnichannel quality assurance software for modern support teams. Etsy, Mailchimp, Peloton, Zendesk, and more use MaestroQA to improve agent performance, optimize CX processes, unlock business-level insights, and enable amazing customer experiences – all while improving the metrics that matter like retention, revenue, and CSAT.

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