



COPC Inc. Employee Engagement Services



An Engaged Employee is a Customer Champion

Employee Engagement: The emotional commitment employees have with their organization. Emotionally engaged employees genuinely care about their work and organization.

Why Employee Engagement Matters

A highly engaged workforce underpins the performance of any successful organization by providing a better quality of service for customers and productivity gains in terms of increased discretionary effort. In contact centers and business process outsourcing (BPO) organizations, where the staff accounts for approximately 70%-80% of total costs, it makes tremendous financial sense to keep employees engaged and retain them.

Common Pitfalls of Employee Engagement Surveys

Surveys are one of the most common and effective tools used for measuring employee engagement. However, there are many pitfalls to be wary of, including irrelevant questions. To improve performance, you need to understand the relevant drivers of satisfaction for the industry or workplace you are surveying. If you don't have an excellent understanding of the contact center or BPO work environment, it's easy to ask the wrong questions, and it becomes more challenging to improve performance.

Partnering with an organization like COPC Inc. that understands your industry and knows the science behind survey creation and the statistics involved in survey analysis is essential.

Benefits of COPC Inc.'s Employee Engagement Services:

- Increased staff retention
- Reduced unplanned absenteeism
- More time generating revenue
- Decreased costs on recruiting and new-hire training
- Fewer HR issues
- Less management time spent on disciplinary issues
- Increased knowledge retention resulting in less need for floorwalking support
- More KPIs met
- Less time spent on real-time management activities
- Easier to attract talent increasing on-time hiring performance
- Better reputation throughout the contact center and BPO industries
- Increased client satisfaction
- Improved program profitability



FBC Asia Pacific is an organization that places Employee Satisfaction and Employee Engagement as our top priority to running a successful outsourced business. We believe in the fact that happy employees equal happy customers and, therefore, shareholder benefits. Having done all of our homework, we needed a company that looked at our employee activities from the “outside-in” and engaged COPC Inc., a leading management consulting company, to evaluate our programs and procedures. While there were many good things & solid performances, COPC Inc. quickly identified opportunity areas for us to be even better, based on their global and regional benchmarks. They also helped us develop a solid action plan to improve further, for which we are very grateful.

– Siva Subramaniam, Co-Founder & CEO of FBC Asia Pacific



COPC Inc. Employee Engagement Services

COPC Inc. has more than 25 years of experience working with global contact centers and BPO organizations. As a result, we understand the critical drivers of employee satisfaction, engagement and retention. We help clients identify how they are performing against those key drivers to improve their performance, resulting in higher employee engagement and greater levels of staff retention.

At the heart of our Employee Engagement Services is a tailored measurement system with annual surveys, focus groups and quarterly pulse surveys.

Measurement output deliverables include:

1. Detailed reports comparing performance against benchmarks
2. Practical and actionable recommendations for improvement
3. Deep dives into areas of strength and those requiring immediate improvement

Our process allows us to get to know your team so you can achieve your goals with a quick and easy approach.

Employee Engagement Program

| | | Bronze | Silver | Gold |
|-------------------------|---|--------|--------|------|
| Engagement Survey | Benchmark operation against industry | | | |
| | Breakdown by function and manager* | ✓ | ✓ | ✓ |
| Management Presentation | Includes actionable recommendations | ✓ | ✓ | ✓ |
| | | | | |
| Leadership Workshops | A series of workshops to develop an action plan | | ✓ | ✓ |
| | | | | |
| Quarterly Pulse Surveys | Unique surveys built for your operation | | | ✓ |
| | | | | |
| Staff Focus Groups | Externally driven focus groups | | | ✓ |
| | | | | |

*This report is only available if the data is captured in the survey.

About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations supporting the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience operations, customer experience management, vendor management and procurement.

Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior service journey. COPC Inc. headquarters are in Winter Park, FL, U.S., with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.

The COPC Inc. Difference

- An understanding of the drivers for employee engagement
- A clear, actionable and practical approach for improving employee satisfaction and retention
- Performance Benchmarking
 - Benchmark data available from more than 20 countries
 - Over 25 years of contact center industry expertise
- Function Specific
 - Focused on roles that support the customer experience
- Rapid Solutions
 - Executive summary within seven days of survey closure
 - Operational focus
- Actionable insights to produce real-world results

Email engage@copc.com
for more information

