

The Secrets to Analyst Engagement



Session 608
HDI 2018 Conference & Expo
Las Vegas, NV

Topics:

- 5 reasons why engagement initiatives fail
- 1 analyst motivation secret that we've all overlooked
- 5 critical points in the analyst engagement cycle



Toister Performance Solutions, Inc.

Facilitated by:

Jeff Toister, CPLP

Twitter: [@toister](https://twitter.com/toister)

Blog: www.insidecustomerservice.com

Email: jeff@toistersolutions.com

Web: www.toistersolutions.com

Phone: 619-955-7946

Resources:

Culture Assessment: www.toistersolutions.com/csassessment

Download the assessment on page 7 and assess how well your service desk aligns with these five points of engagement.

About Jeff Toister, CPLP

Jeff is the author of [*The Service Culture Handbook: A Step-by-Step Guide to Getting Your Employees Obsessed with Service*](#). More than 140,000 people on six continents have taken one of his courses on [LinkedIn Learning](#) (a.k.a. Lynda.com).

In 2017, Jeff was named one of HDI's Top 25 Thought Leaders in Technical Support and Service Management. He is a member of ICMI's Top 50 Thought Leaders to Follow on Twitter and a Global Gurus Top 30 worldwide customer service professional. His company, Toister Performance Solutions, helps support teams teams unlock their hidden potential.



Jeff is also a nationally recognized employee training expert. He was one of the first people to receive Certified Professional in Learning and Performance (CPLP) credential from the Association for Talent Development and was awarded the CPLP Contributor Award by ATD in 2015. Jeff is a past president of the Association for Talent Development's San Diego Chapter, where he is the recipient of the WillaMae M. Heitman Award for distinguished service.

The Engagement Challenge

Analyst engagement is a major challenge for service desks.

Gallup Engagement Results

_____ % of US employees are **engaged**

_____ % of US employees are **disengaged**

_____ % of US employees are **actively disengaged**



Impact of Disengagement:

- ☐ High Absenteeism
- ☐ High Turnover
- ☐ Poor Customer Service
- ☐ Poor Quality
- ☐ Low Performance

What are your engagement challenges?

5 Reasons Why Engagement Initiatives Fail

1.

Definition of Employee Engagement:

The extent to which an employee is deliberately contributing to organizational success.

2.

3.

4.

5.

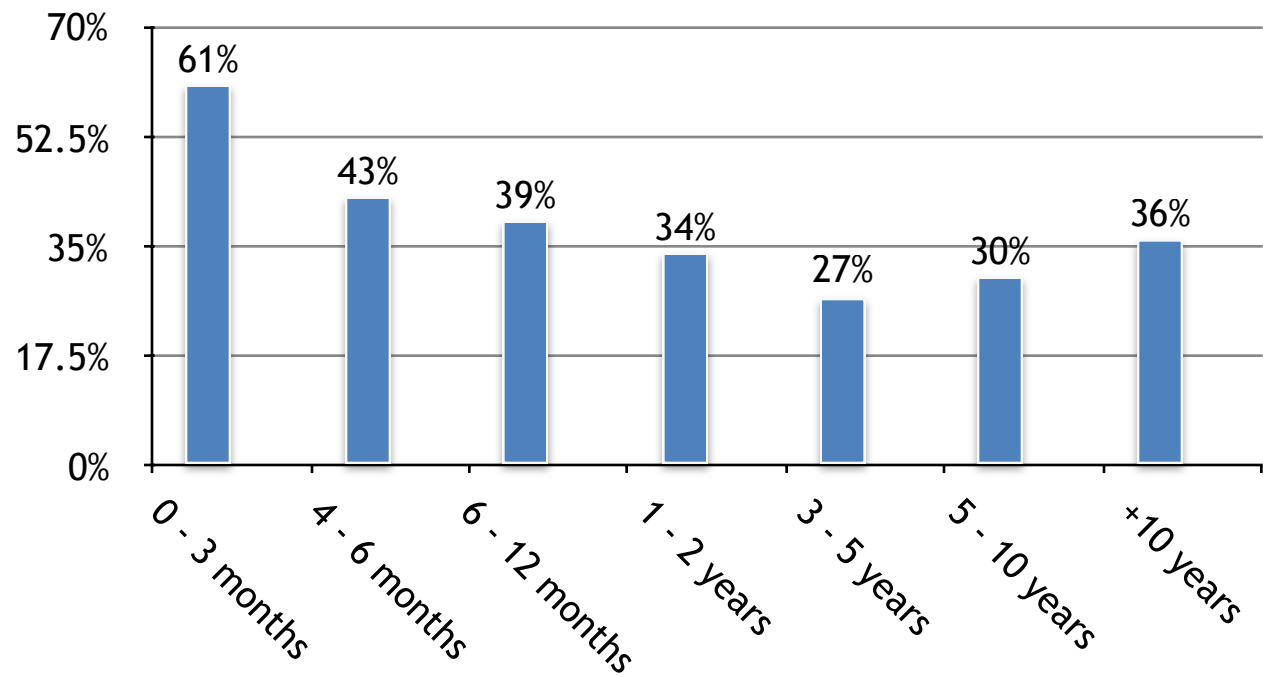


What's your kryptonite?

Analyst Motivation Secret

Extremely satisfied agents by tenure:

From contact centers, including support. Likely to see similar results for service desks.
Source: Benchmark Portal



Secret Motivation Formula:

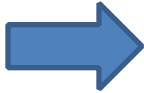
_____ + _____ = Engaged Analysts!

Culture Assessment

Overview

This short assessment is designed to start the conversation about engaging analysts.

Start Here



What is your customer service vision?

Assessment

Please read the five statements below and rate your organization or team on a scale of 1 (Almost Never) to 5 (Almost Always).

	Rating (1 – 5)
1. Goals: We set business goals that represent progress towards our customer service vision.	
2. Hiring: We hire people who are passionate about our customer service vision.	
3. Training: Analysts are given sufficient training to teach them how to deliver service that fits our customer service vision.	
4. Empowerment: Analysts have the authority, resources, and work procedures they need to fulfill the customer service vision.	
5. Leadership: Organizational leaders reinforce the customer service vision with their team on a daily basis.	
Total Score	

KEY

Total Score	Result
20 - 25	Congratulations! You are aligned!
13 - 19	Partial alignment. Some areas for improvement.
< 12	Out of alignment. Your employees may be disengaged.