

7 ROLES CONTACT CENTER MANAGERS MUST MASTER



AMBASSADOR

Advocates for team members and their careers

Why it's important:
Leads to improved employee satisfaction & engagement

What happens if it's missing:
Employees feel under-appreciated

BACKER

Proactively removes roadblocks for his/her team

Why it's important:
Encourages upward communication & trust

What happens if it's missing:
"CYA" behavior



ACCELERATOR

Finds ways to eliminate wasteful and redundant work

Why it's important:
Makes it easier to recruit high-performers

What happens if it's missing:
High performers leave

GALVANIZER

Rallies the team toward a compelling vision of the future

Why it's important:
Makes everyone feel included

What happens if it's missing:
Satisfaction with the status quo



CONNECTER

Communicates frequently through multiple channels

Why it's important:
Easy accessibility builds trust and improves teamwork

What happens if it's missing:
Disconnected work and wasted time

BUILDER

Challenges each team member to continuously improve

Why it's important:
Employees know where they stand

What happens if it's missing:
Poor performance



TRANSLATOR

Helps the team understand how their work impacts the bigger picture

Why it's important:
Leads to improved employee satisfaction & engagement

What happens if it's missing:
Disconnected employees, missed opportunities, bad decisions

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Register for Karin Hurt's Session: Results That Last: 7 Roles Every Contact Center Manager Must Master