

Leadership Perspective: Hands-On Experience - A Must

We listed a variety of desirable qualities for new leaders in your contact centre, including:

Renaissance Person	Hands-on Experience
Overall Strategic View	Track Record
Attitude	Technical Issues
Team Building Skills	Health & Fitness in the Centre
Approach to Time & Money	People Perspective

All too frequently, because identifying good leadership is difficult and time consuming, we may be tempted to settle for someone who has run another area successfully and discount the importance of actual non face-to-face experience. Nothing works more effectively against a new leader than the suspicion (of staff and peers) or the obvious reality (by lack of results) that the new contact centre leader has little wisdom, let alone much of any idea what's actually going on behind the scenes in this "invisible" world.

Overall View

Running a customer response centre is a multi-tasking persons dream environment and you can't get the understanding of how big this is from reading books or magazine articles or by attending a couple of high-powered and expensive one-day industry workshops.

Great and effective contact centre leaders are unique. For the people who like to finish one thing before going on to another or who can't even conceive of patting your tummy and rubbing your head at the same time - they will never survive, let alone thrive as a leader in a contact centre.

And neither will your call centre. A leader who can't multi task, who doesn't have eyes in the back of their head (as well as outstanding peripheral vision) won't be able to keep up. And they won't have the requisite wisdom to select appropriate people to delegate these macro-task to successfully. Leaders with in the centre must be able to "know" and respect the non face-to-face environment from hard-won, personal experience!

It's not enough they have worked in one call centre, they must have respect, an understanding - a "gut-feeling" -- for the customer, the industry at large, legislative and regulative issues. Do they have more than a passing awareness of the seriousness of the Code of Ethics and Privacy legislation - are they active in a respectable industry body such as: the Call Centre Managers Association, the Australian Direct Marketing Association etc. If not they need to be, because leaders who contribute are also leaders who are growing.

Read about the author, Darlene D. Richard, at www.CallCentreINTEGRITY.com/articles.htm