

From the Frontline to the Forefront

Insights for Contact Centre Excellence



The Voice of Team Leaders

Contact centres today operate in an environment of rapid transformation. Heightened customer expectations, the growing role of digital technology, and the need for seamless, personalised experiences have created both challenges and opportunities.

Amid this evolving landscape, contact centre team leaders play a pivotal role as the bridge between strategic vision and operational execution.

Their unique perspectives illuminate the critical areas where contact centres must innovate and adapt to thrive. This report captures the voices of over 400 contact centre team leaders across the UK.

By exploring what team leaders want to stop, start, and continue seeing in 2025, these frontline perspectives provide a roadmap for driving innovation, resilience, and excellence in the year ahead.

Clearing the Way:

Eliminating Obstacles for Growth



Leading Proactively to Foster Innovation

Team leaders are advocating for an end to reactive management styles that address problems only after they escalate. They envision a shift toward proactive, strategic leadership that anticipates challenges and seizes opportunities for innovation. Leaders who focus on forward-thinking strategies can build a more resilient and adaptable workforce, ensuring their teams are always one step ahead.

CX leaders can implement this by prioritising leadership training that includes scenario planning, data-driven decision-making, and risk mitigation strategies. Proactive leadership fosters trust and stability, which filters down to teams, therefore improving agent confidence and the quality of customer interactions.

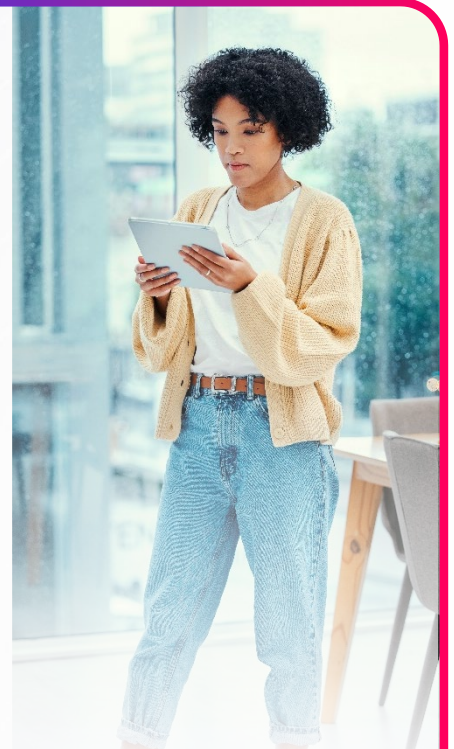
This shift from reactive to strategic management ultimately enhances contact centre efficiency and positions the organisation as an industry leader.

Streamlining Communication for Clarity and Focus

The high volume of emails, messages, and communications in contact centres can sometimes make it challenging for team leaders to maintain focus and productivity.

Simplifying communication channels and fostering clarity are valuable opportunities to help leaders prioritise effectively and reduce unnecessary stress, enabling them to focus on driving team success. To streamline communication, CX leaders can adopt centralised tools like collaboration platforms that consolidate messages and reduce redundancy.

Establishing clear guidelines on communication priorities and response expectations ensures that teams can focus on what matters most.



Clearing the Way:

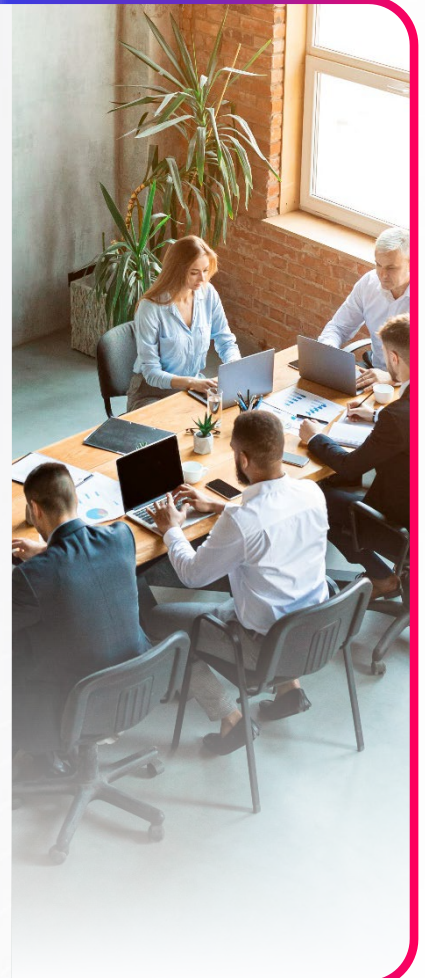
Eliminating Obstacles for Growth

Redefining Metrics to Focus on Meaningful Outcomes

The overemphasis on traditional metrics, such as Average Handle Time (AHT), has long frustrated team leaders, who view such measures as counterproductive to delivering high-quality service. They stress the need to shift focus toward what they feel are more meaningful KPIs, such as customer satisfaction (CSAT), Net Promoter Scores (NPS), and first-call resolution (FCR), which remains the top priority for 58% of customers.

These metrics offer deeper insights into customer sentiment and long-term loyalty, aligning performance evaluation with customer-centric goals. Additionally, limited training schedules leave little room for agents to develop the skills needed to thrive in a modern contact centre environment.

To address these concerns, CX leaders can balance operational metrics with customer-centric measures and ensure adequate time and resources are allocated to agent training. By redefining success metrics and building a culture of continuous learning, organisations can drive better performance, improve customer experiences, and create a more motivated workforce.



Balancing Technology with Human Insight

While tools like AI and analytics have brought transformative benefits to contact centres, team leaders highlight the importance of ensuring technology is used as part of a broader, balanced strategy. This perspective aligns with industry trends, as 91% of organisations believe AI will optimise their CX strategies, and 87% highlight generative AI as key to their plans.

However, it's critical to integrate these tools alongside human expertise to address complex challenges and provide personalised service. Particularly as only 17% of consumers feel confident resolving issues using chatbots, and 80% still prefer human assistance for complex problems.

Building Momentum:

What Team Leaders Are Calling For



Recognition and Cultural Empowerment

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Collaboration and Resource Alignment

Collaboration has always been critical in contact centres, and leaders are already making strides in breaking down silos between teams. However, team leaders see an opportunity for even greater cross-functional alignment to streamline resource planning and operational efficiency.

CX leaders can foster this by organising regular interdepartmental forums or utilising collaborative tools that enhance communication and workflow. By ensuring leaders have visibility across teams, contact centres can not only eliminate bottlenecks but also create agile systems that enhance the customer experience.

Building Momentum:

What Team Leaders Are Calling For

Coaching and Development Tools

Coaching has always been a cornerstone of effective leadership in contact centres, and many organisations have already invested in tools and frameworks to support it. However, the team leaders we spoke to highlighted an opportunity to enhance these efforts by dedicating more time and resources to one-on-one coaching sessions. These personalised interactions are vital for nurturing talent, addressing individual challenges, and building high-performing teams.

CX leaders can take this to the next level by implementing automated scheduling tools to carve out consistent coaching time, integrating AI-driven performance analytics to pinpoint specific areas for improvement, and providing leaders with training to make these sessions more impactful. By equipping leaders with the right tools and strategies, organisations can ensure that coaching translates into tangible outcomes – higher agent satisfaction, improved customer interactions, and stronger retention rates across the board.



Mental Health and Wellbeing Initiatives

Supporting mental health is not just a workplace priority; it's a business imperative. With 43% of organisations identifying employee burnout as a key challenge, addressing well-being is essential for sustaining both team leaders and agents.

CX leaders can reinforce their commitment to mental health by embedding well-being into the fabric of their organisations. This might include offering mindfulness sessions or stress management workshops, integrating mental health training into leadership development programs, or creating anonymous feedback channels to gauge and address employee needs.

These efforts not only reduce burnout and absenteeism but also foster a supportive environment where leaders and their teams can thrive.

Sustaining Success:

What Works and What Should Stay



Including Leaders in Process Improvements

Inclusion in process improvements and operational projects is an area where team leaders want to maintain high momentum. Involving team leaders in decision-making and continuous workflow enhancements ensures that their frontline expertise is leveraged effectively. This inclusion not only increases the efficiency of processes but also reinforces leaders' sense of ownership and commitment.

With only 26% of customers feeling their brand interactions are quick and convenient, and 52% reporting difficulty in reaching a live agent, leveraging the insights of team leaders becomes even more critical to identify and resolve operational inefficiencies. To strengthen this practice, CX leaders can establish regular forums where team leaders provide input on operational changes and share insights from their teams.

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Elevating Contact Centres as Careers

Team leaders are passionate about continuing efforts to elevate the perception of contact centres as viable, rewarding career paths. By emphasising growth opportunities and career progression, organisations can attract and retain talent who view the contact centre as more than just a stepping stone.

Highlighting success stories, investing in professional development programs, and creating clear pathways for advancement are all ways to ensure the long-term viability of this vision.

Sustaining Success:

What Works and What Should Stay

Fostering Innovation Through Empowerment

Empowerment is another essential practice team leaders want to see sustained. Autonomy in decision-making allows leaders to respond swiftly and confidently to challenges, fostering a culture of trust and innovation.

By giving team leaders, the freedom to make decisions and solve problems independently, contact centres can build a more agile and resilient workforce.

CX leaders can support this by maintaining open lines of communication, offering ongoing leadership training, and celebrating instances where empowered decision-making leads to positive outcomes.



Boosting Morale Through Engagement Activities

Team leaders also recognise the importance of continuing initiatives that strengthen team morale, foster a sense of belonging, and enhance operational effectiveness. Celebratory events, such as festive gatherings and team-building exercises, play a pivotal role in boosting engagement and creating lasting bonds.

These moments of connection are not just morale boosters – they are critical for cultivating loyalty and unity within teams, leading to improved collaboration and overall performance. CX leaders can amplify these efforts by regularly soliciting feedback on the types of events their teams value most and by ensuring these activities are inclusive and accessible across all levels of the organisation.

Shaping the Future of Contact Centre Leadership

These insights provide a roadmap for contact centres to empower their team leaders and navigate the evolving landscape of with confidence:



Harmonising Technology with Human Expertise:

Leverage AI and automation to streamline operations while ensuring that human judgment remains central to addressing complex challenges and delivering personalised service.



Developing Forward-Thinking Leaders:

Provide team leaders with proactive training and resources to help them anticipate challenges, embrace innovation, and drive strategic solutions within their teams.



Fostering a Culture of Recognition:

Strengthen engagement by implementing structured recognition programs that celebrate contributions and reinforce a sense of value, complemented by regular, informal acknowledgment.



Embedding Well-Being into the Workplace:

Support resilience and satisfaction through regular mental health check-ins, manageable workloads, and fostering a culture where well-being is a shared organisational priority.

Transforming Insights into Outcomes

Team leaders are the linchpins of contact centre success. Their voices highlight the critical role of recognition, empowerment, and collaboration in driving not only their own performance and satisfaction but also in shaping the success of their agents. When leaders are supported, they create a positive ripple effect, inspiring agents to perform at their best and deliver exceptional customer experiences.

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