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Drive Management using EasyAsk®

Generation Y is no urban legend. Slowly but surely a new type of professional is infiltrating the corporate world, demanding a shift in the way companies approach business. Call centres that employ Generation Y need to find a solution to a problem that can no longer be ignored.

According to USA Today, the Y Generation “want to work, but they don’t want work to be their life”. This attitude needs to be considered to create a call centre environment that would motivate and stimulate Generation Y.

According to industry specialists the following traits are intrinsic to Generation Y:

- Generation Y have a strong sense of entitlement, especially concerning money
- They believe respect is earned and need to feel respected
- Generation Y expect and embrace change and are well-informed
- Generation Y will change occupation should it interfere with their chosen lifestyle. However, they are prepared to work hard if conditions suit them
- Generation Y value connectivity via technology above all else

In call centres, Generation Y want to feel they are part of a bigger picture. Giving them access to information and enabling them to make decisions based on available information is a good way to motivate them.

Recent studies have shown that Generation Y is motivated by the freedom to manage themselves. This freedom lies in technology.

- If budgets and targets are measurable and achieved, their sense of entitlement will be satisfied.
- If more knowledge is shared, greater mutual respect is achieved. However, this does not suggest management should throw the doors to the vault open for all and sundry to see. The availability of information can be controlled in terms of who has access to what.
- Supplying Generation Y with technology that doesn’t require specialized training provides a sense of self-sufficiency.
- A high attrition rate within this generation is not unique to South Africa. Rumour has it that call centre agents in the United Kingdom are pushing for a four-day weekend.

Our belief is that if all of the above-mentioned is achieved and implemented using a technology based connectivity tool, attrition rates will decline in the sector and within Generation Y.

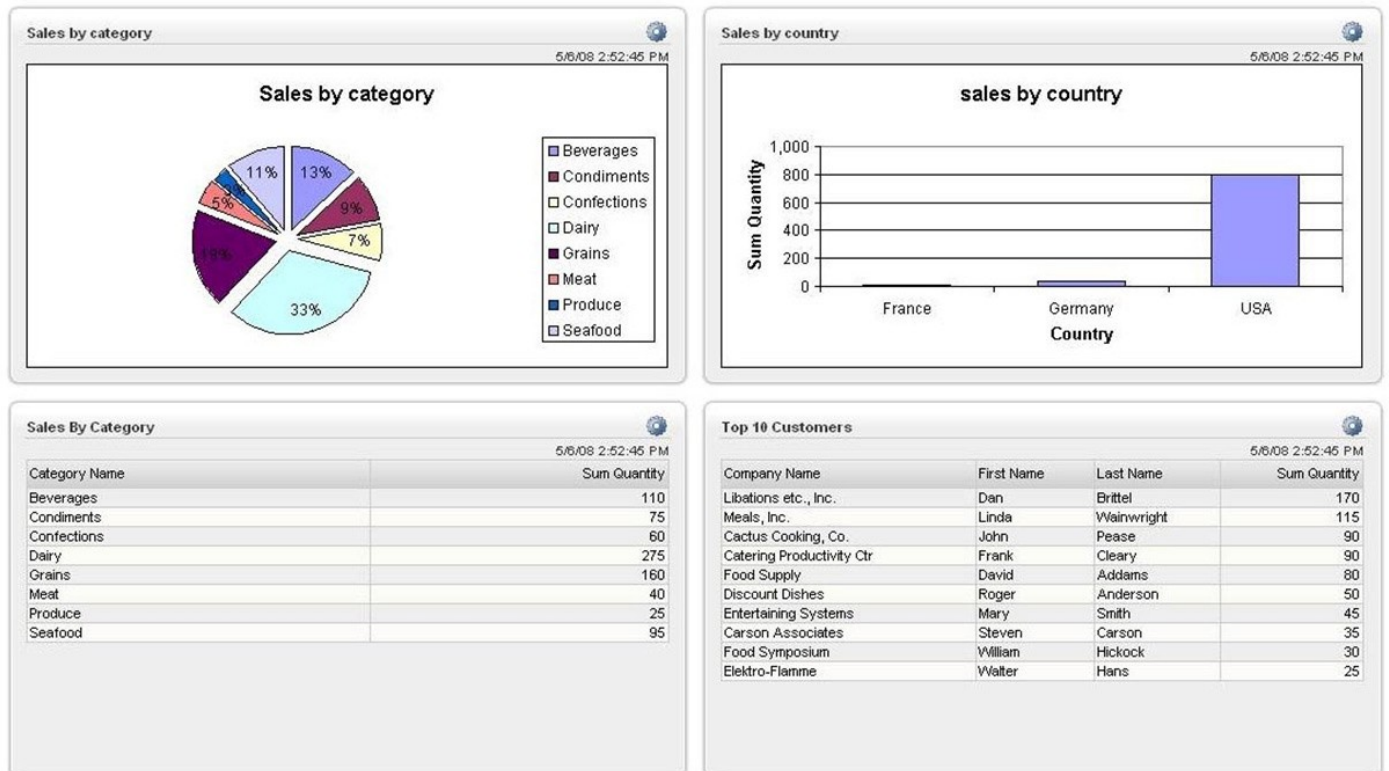
Technology savvy doesn't necessarily imply that every member of Generation Y is computer literate. This generation relies on technology instead of hard labour to achieve a goal with as little effort as possible.

Using normal self defined *ad hoc* English queries to question a database in real time instead of facing bureaucracy will give Generation Y a sense of empowerment.

Easyask version II boasts self-refreshing dashboards, which can be set up, using data from any data source including time and attendance, budgets and targets and time per call.

Various dashboards for employees on every level within the enterprise are available.

DASHBOARD



The EasyAsk® application promises:

- Real time Interaction Management across all platforms
- Accurate MIS and Reporting
- Work force optimisation
- Drive Management (Dashboard)
- First call resolution
- Up-selling
- Improved customer satisfaction
- Data Cleansing (Lead optimisation)
- Self-Service (E-commerce)
- Contact Centre Architecture
- Saas (Software as a Service)

EasyAsk ® promises to be the driving force behind Generation Y's desire to self-manage. This will be achieved through the delivery of technology, ensuring a unique experience and mutual respect.

EasyAsk White Paper

Pervasive Business Intelligence

A powerful and precise enterprise search solution, in and of itself, is often not enough to satisfy the needs of all users. When presented with an empty search box, many users do not know what to type. They don't know how to ask their questions. To alleviate this uncertainty, EasyAsk takes advantage of existing BI assets to provide assistance to your users in order to guide them to the answers they seek...

This white paper is available for download on the QBCon website under Downloads or you can follow the link [Pervasive BI](#) for quick view.



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