

CONTACT CENTER PERFORMANCE MANAGEMENT

A study in Employee Engagement



LASIK MD

V I S I O N

[LASIK MD](#) is the leading provider of laser vision correction in Canada. Over half of all laser vision correction procedures in the country are performed at a LASIK MD laser eye centre.

[nGUVU](#) spoke with Steve Lapierre, Director of the Lasik MD Patient Care Center, about his experience with [nGAGEMENT](#), nGUVU's solution for Workforce Engagement Management.



Year Founded: 1998

Locations: Canada & U.S.A.

Number of Clinics: 32

Number of Employees: 700

Summary

Lasik MD has a long history of providing quality customer care and service.

But as the affordability and popularity of their services increased dramatically, along with their expansion plans for the U.S., engagement and efficiency became a top priority for their contact centers.

We interviewed Steve Lapierre, Lasik MD's Patient Care Center Director at their headquarters in Montreal, Canada. In order to support the following activities from their headquarters, as well as other contact center locations across the country, Mr. Lapierre was evaluating solutions that would allow for his team to expand while still promoting collaboration, engagement, and provide instant feedback on their performance:

- Inbound sales
- Marketing programs
- Customer service
- General inquiries
- Bookings & Confirmations
- Credit & Finance services

Contact Center Challenges

Regardless of their size and geographic dispersion, most contact centers face the same challenges as Lasik MD:

1. Recruiting high-quality candidates
2. Keeping their workforce engaged
3. Providing timely performance feedback
4. Reducing attrition
5. Creating a positive customer experience

Lasik MD had a specific objective in mind when they were seeking a solution to lower their attrition rates and keep talented employees longer: creating sustained interest their contact center agents' daily activities.

"We wanted to increase efficiency and productivity in our contact center, without adding undue complexity to an already stressful job" added Steve.

"Basically, it's a question of finding that balance, where you keep your staff happy, and they naturally end up being more productive, and provide an enhanced customer experience as well."

Enter nGAGEMENT by nGUVU

"For several years we used internally-developed applications to distribute the performance results of each agent, and that was always a challenge. The output from those systems was bulky, and we found ourselves emailing spreadsheets, once or twice a month – just to stay on top of performance management."

"That model did not lend itself to proactive feedback and it was challenging to keep our agents engaged."

"For instance, if an agent's month did not start out on a positive note, we had to play catch-up by the time the results were in, and it was always coming down to crunch time to hit our KPIs in time for the month-end."

"So I was looking for a solution that would fill these requirements when I came across nGUVU while researching employee engagement methods."

LasikMD was not initially convinced of the value of a gamification solution, but after evaluating the platform, and learning more about the performance management, analytics, reporting, and how it could engage our staff, we started a trial - which quickly became a department-wide deployment.

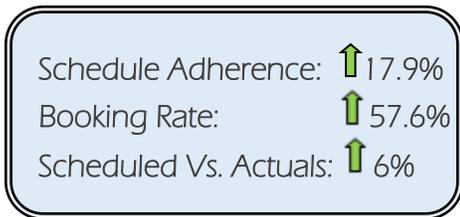
"Our top challenge has always been recruiting top-quality and loyal call center staff. We strive for reciprocity and wanted to demonstrate that same level of loyalty in return."

Results

“Initially, I thought that the interest level for nGAGEMENT from the agents would create a small, temporary uptick in performance, but after a few weeks, it became clear that there were several additional benefits to the analysis and reporting capabilities provided by the platform.”

“Friendly challenges were being sent between agents as they competed for KPI dominance, and all in good nature. We even started seeing agents that had never met in person collaborating and competing across locations. The effect on team spirit was extremely positive.”

Lasik MD Contact Center metrics | Sept. 2016



Future Plans

“The next important developments to continue with employee engagement programs across other business units, including a vertical center that drives customer retention, and an outbound team that provides retention and win-back programs, to add to our existing customer acquisition team currently on nGAGEMENT.”

“We also plan to include additional metrics for tracking and improvement, and there are future plans for integrating an incentive, or employee rewards program within nGAGEMENT.”

“We can really see this concept taking off in outbound sales, especially due to the competitive nature of most sales agents, and their natural inclination to increase their results month-over-month. When you add the incentive program, which we can tie to the concept of points for various metrics that are either achieved or surpassed, we expect performance to be dramatically improved.”

nGUVU would like to thank Steve Lapierre for taking the time to provide feedback and meet with us for this interview.

About Lasik MD

LASIK MD is the leading provider of laser vision correction in Canada. In fact, over half of all laser vision correction procedures in Canada are performed at a LASIK MD laser eye centre.

LASIK MD has locations across Canada and the U.S., with patients from all over the world coming to our numerous locations for laser vision correction.

About nGUVU

Our mission is to create a better work experience for contact center agents. We gamify their responsibilities, empowering and motivating them to self-manage and improve continuously by bringing a sense of fun and collaboration to achieving objectives.

