Coaching for Clarity: Measurable Performance Through Dedicated Development

ClearSource's targeted Performance Coaching initiative demonstrates how dedicated coaching resources can drive immediate and sustained improvements in key metrics. This strategic investment in agent development produced measurable gains in service quality and customer satisfaction for a major client program.

Client Background

Industry:
Service & Sales

Company Size:
Enterprise

Geographic Focus:
North America

Business Model:
B2C

The Challenge

The client faced several obstacles in line with performance optimization:

Inconsistent 5-Star ratings impacting overall quality scores

Scaling coaching effectiveness across large agent populations

Need for real-time performance correction

Connecting coaching activities to measurable outcomes

Communication clarity scores requiring improvement

The ClearSource Solution

ClearSource deployed a comprehensive coaching framework:

Dedicated Performance Coach Assignment
Specialized resource focused exclusively on metric improvement

Real-Time Intervention Model
Immediate coaching based on live monitoring

Clarity Enhancement Program
Targeted communication skills development

Data-Driven Coaching Plans
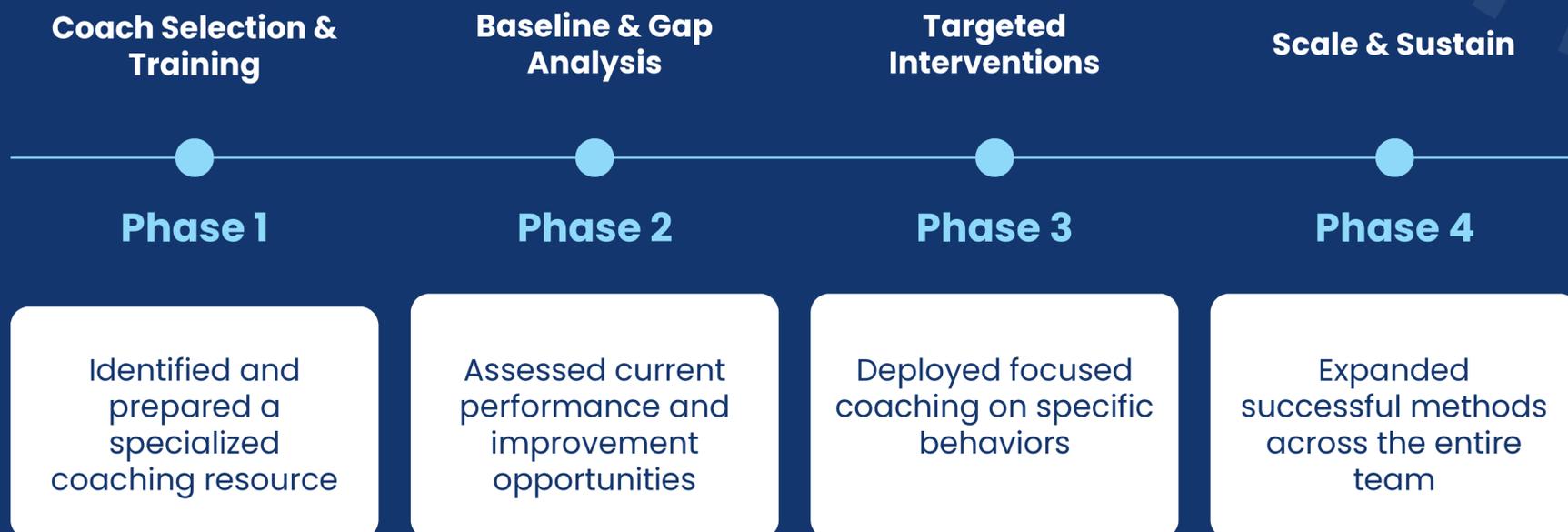Personalized development based on individual metrics

Feedback Loop Integration

Continuous refinement based on results

Execution & Implementation

ClearSource implemented an execution strategy in four succeeding phases, namely:

Coach Selection & Training	Baseline & Gap Analysis	Targeted Interventions	Scale & Sustain
Phase 1	**Phase 2**	**Phase 3**	**Phase 4**
Identified and prepared a specialized coaching resource	Assessed current performance and improvement opportunities	Deployed focused coaching on specific behaviors	Expanded successful methods across the entire team

Key Results & Metrics

Our multi-phase approach yielded the following results:

METRIC	BEFORE COACHING	AFTER COACHING	% IMPROVEMENT
5-Star Rating	4.72	4.86	**+3%**
Clarity Score	4.65	4.8	**+3.2%**
CSAT	88%	91.3%	**+3.3 points**
Save Rate	37.2%	40.57%	**+3.37 points**
Agent Confidence	72%	89%	**+17 points**

Client Testimonial & Agent Stories

"The structured approach addressed critical gaps in call handling that impacted customer satisfaction. We were able to drive performance and engagement improvements through targeted coaching and incentive initiatives such as the ACS Improvement Program and the 'Align Clear Store' incentive program. Through real-time feedback, rigorous peer learning, and consistent recognition, we started to observe significant increases in our ACS scores.

One standout success story was an agent among the bottom four performers in Save Rate. Through a six-week coaching program focused on probing techniques and handling cancellation triggers, she not only reached the 30% of the target but has consistently exceeded it. She has earned recognition multiple times as a top saver of the week ever since."

-Dennis Tabuac, Performance Coach

With a data-driven approach to coaching, we were able to show agents real-time performance metrics and create targeted action plans. These helped us remain aligned on clear goals and track measurable progress. We also ensured sustainability by providing continuous support through methods such as focus group chats for real-time feedback and 'Saves Rate 101' quick-reference materials.

This structured, insight-driven methodology transformed agent confidence and capability, driving improvements in Saves Rate performance across the team."

-Tracy Tekiko, Performance Coach

Agents receiving weekly coaching sessions demonstrated faster and more consistent gains than those coached less frequently. We established a rigorous cadence: at least two call listening sessions and one follow-up session per week, in addition to Team Lead coaching, ensuring consistent monitoring, reinforcement, and accountability.

We created a collaborative learning culture where agents learned from each other in real-time. Weekly calibration sessions brought outliers together with top performers to review calls and share best practices, alongside regular huddles and side-by-side coaching.

By building agent confidence and equipping them with structured communication skills to navigate challenging interactions effectively, we can drive better performance in handling complex customer interactions.

-Anj Gonzaga, Operations Manager

Competitive Advantage & Lessons Learned

Coaching success factors:

Dedicated resources produce better results than distributed coaching

Real-time intervention prevents poor behavior among team members

Data visibility motivates both coaches and agents

Clarity in communication directly impacts all other metrics

Business Impact & Expansion Opportunities

The coaching initiative has enabled:

Sustained performance leadership among vendor partners

Model for coaching deployment across other clients

Enhanced agent satisfaction and retention

Framework for a continuous improvement culture

Conclusion

ClearSource's Performance Coaching initiative proves that targeted development investments yield measurable returns. Organizations seeking to improve service quality and agent performance can achieve similar results through dedicated coaching resources and data-driven development strategies.

Interested in learning more about how ClearSource can drive significant performance improvements within your business? Book a consultation with us today!