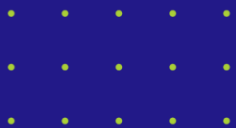# Tips & Tricks

10 Tips to Creating a BETTER Sym

Better syms improve Metrics

Better syms will improve metrics **faster**:

- AHT- conversation and process efficiencies

- Training time- less repeating what to do and have them just do it

- Time to Proficiency- SymTrain is a tailormade training tool for what a learner needs to know. They can focus on the areas they need to focus to be great

- Coaching now has a structure

- Learners become a self assessor to how they can be great

- Compliance and conversion rates improve because practicing until proficient creates a default for the best ways to handle conversations and processes

Tip 1: Break it Down

- Complex processes/conversations need more practice

- Break the sym down into parts so learners can focus on the part they need to practice over and over

- Shorter syms will get more repetitions and are faster to adopt to memory

Tip 2: Make it FUN

- Hide "Easter Eggs" in your new syms- have them find fun things about processes while they learn

- Create a competitive spirit for who can learn a process and attain a certain score in the quickest time

- Use humor in your syms when teaching a process because this is what can make something memorable. They will remember the humor to remind them of what they learned.

- Imagine using an overview video with music to pump the team up and have them run this and a sym at the beginning of the day when new syms are available for new things needing to be learned. Or any sym. Possibilities are endless.
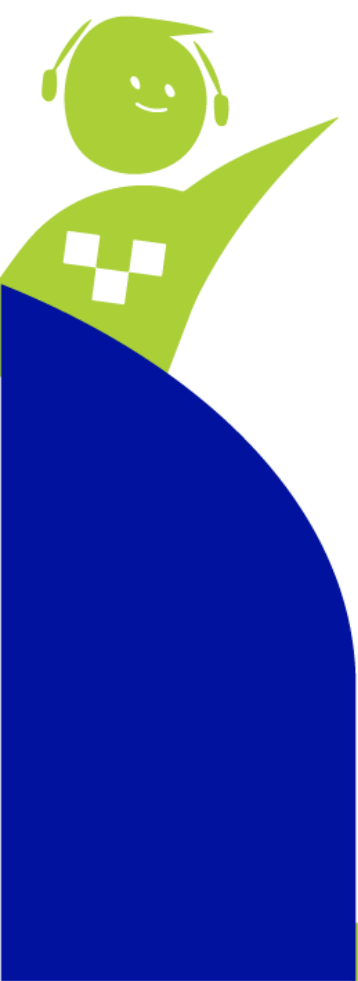
Tip 3: Explain WHY

- Changes in processes will be adapted faster if the users know why it is so important

- Going to another system to check the details can seem like it wouldn't matter, even if it really does matter. Tell them why they need to follow the process flow exactly

- New hires tend to ask why something is done because they are new and are learning these things for the first time

- More tenured agents will often not ask, and do something, even if it is not the best way, until they get corrected
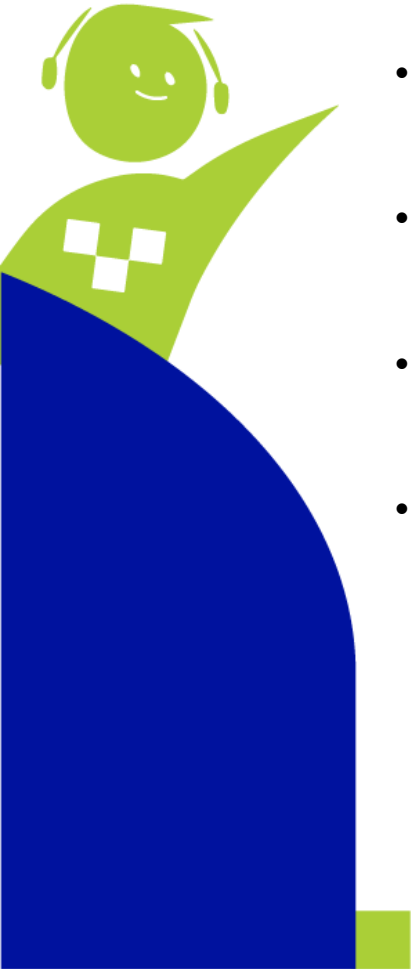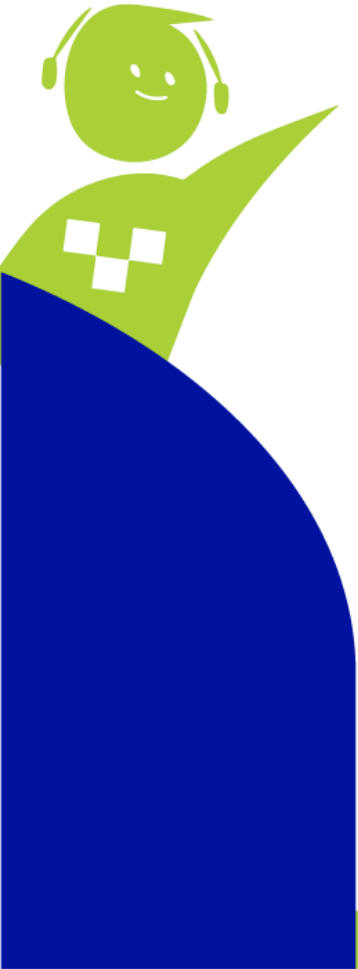
***** COACHING TIPS*******

Tip 4: Branch it

- Random branched syms puts multiple ways a conversation can go into 1 sym

- Each time a learner executes the sym SymTrain will randomly choose a branch

- This give the learner practice on the different scenarios and not knowing which they will get until they execute the sym

- Spontaneity helps eliminate anxiety in these conversations and processes

Tip 5: Involve the Users

- Ask the users to tell you a process they need a sym for, then make it

- No one knows better what they need practice with, than the person practicing

- If 1 person struggles, others do too

- Have learners who have great adoption and get great scores talk about how they approach their use of the tool, and how it has improved their confidence in real life calls

Tip 6: Strategic Alternative Words

- Alternative words are what allows the learner to be more fluid and natural in their delivery

- This teaches the learner the importance of certain words in statements, and how a single word or phrase can change the entire meaning

- If it is a compliance statement- give a coaching tip that lets them know they need to say the next line exactly as written will help them understand what has word flexibility and what does not

Tip 7: Make it conversational

- Create small talk that is appropriate for the conversation because that is real

- Teaching how to be personable/relatable but at the same time keeping the customer focused

- Sense of urgency without rushing is one take away from conversational elements in phone conversations

Tip 8: Make them emotional

- Make angry syms

- Make sad syms

- Make anxious syms

- Make the customer too talkative

- Teaching the words that associate with the response they need to deliver when a customer is emotional is powerful

- Empathy- Urgency-Confidence in the right way for the situation

Tip 9: Computer voice<>Real voice

- Every customer has a different tone and dialect- much like the computer voices. The focus is on how to listen to the words and create the right emotion for the conversation

- Inflection by the agent is what will make a real conversation better, and the different computer voices- even if robotic can teach this

- Real voice- voice overs will humanize a motivational comment or reminder

Tip 10: Most practiced syms

- When you have a sym that you see that learners practice the most on their own direction- that can be a good indictor of a great sym

- Go look at that sym- do you like it? Why?

- Ask the learners what they like about it

- Practicing something over and over makes someone an expert fast. You want syms people want to do over and over