

CALL CENTER CAMPUS 2025

FROM BACKSTAGE TO CENTERSTAGE: LEADING WITH IMPACT



Nate Brown

I am a student of the world's best
Customer Experiences and the
people who create them.







COMMON CAUSES OF WORKPLACE FEAR



**Job
Loss**

**Organizational
Changes**

**Failure and
Judgement**

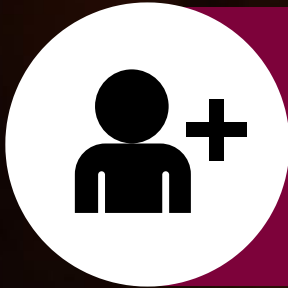
**The
Unknown**



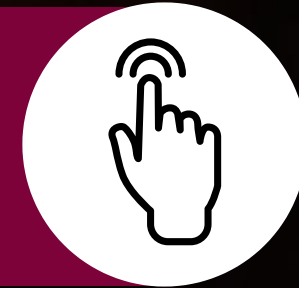


CAVING SAFETY: THE RULE OF THREE

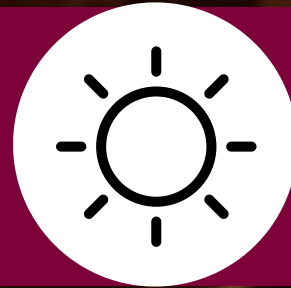
**AT LEAST THREE
PEOPLE
TOGETHER**



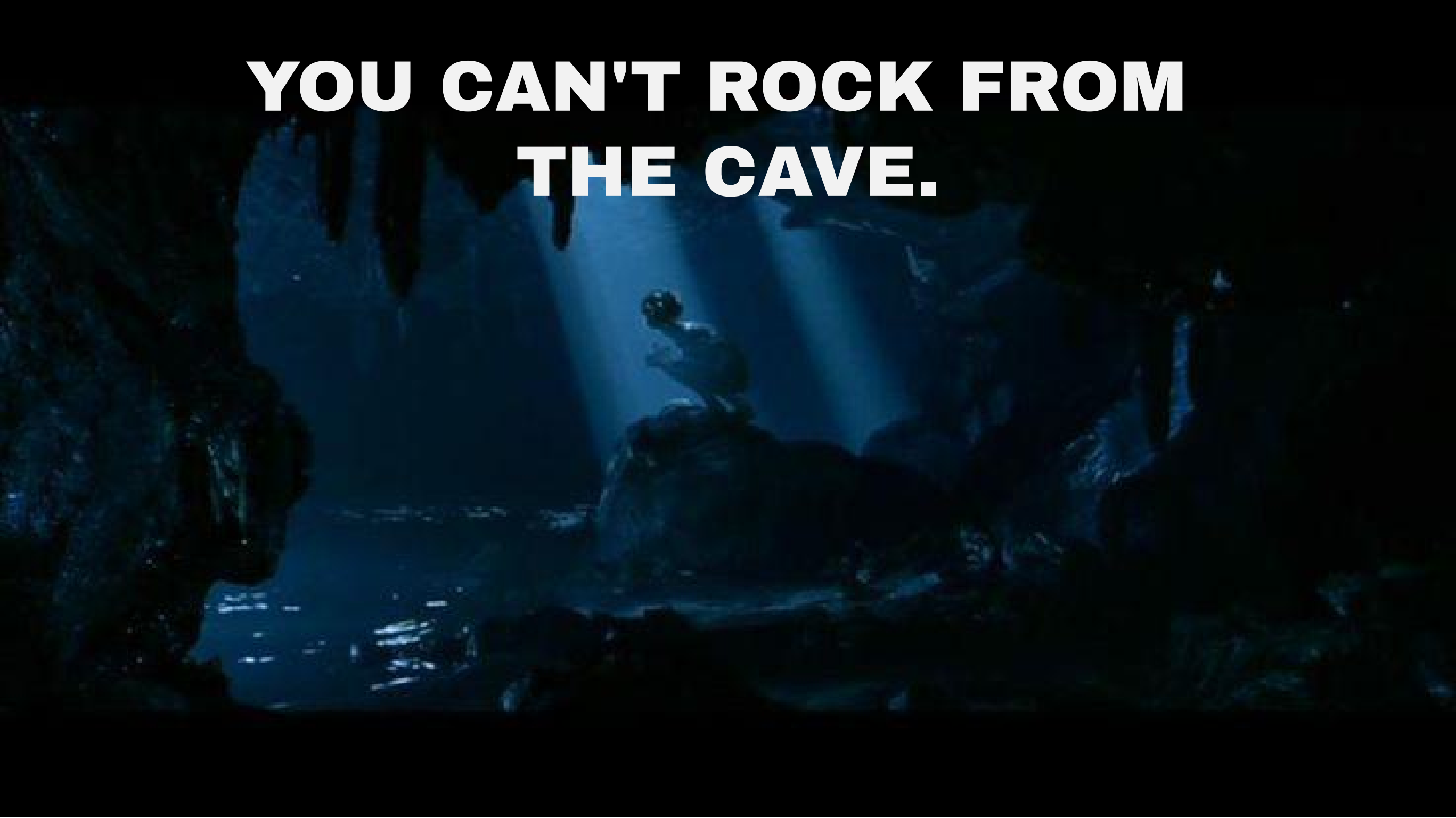
**THREE POINTS
OF CONTACT AT
ALL TIMES**



**AT LEAST THREE
SOURCES OF
LIGHT**



**YOU CAN'T ROCK FROM
THE CAVE.**



"Most people die with
their music still locked up
inside them."

- Benjamin Disraeli

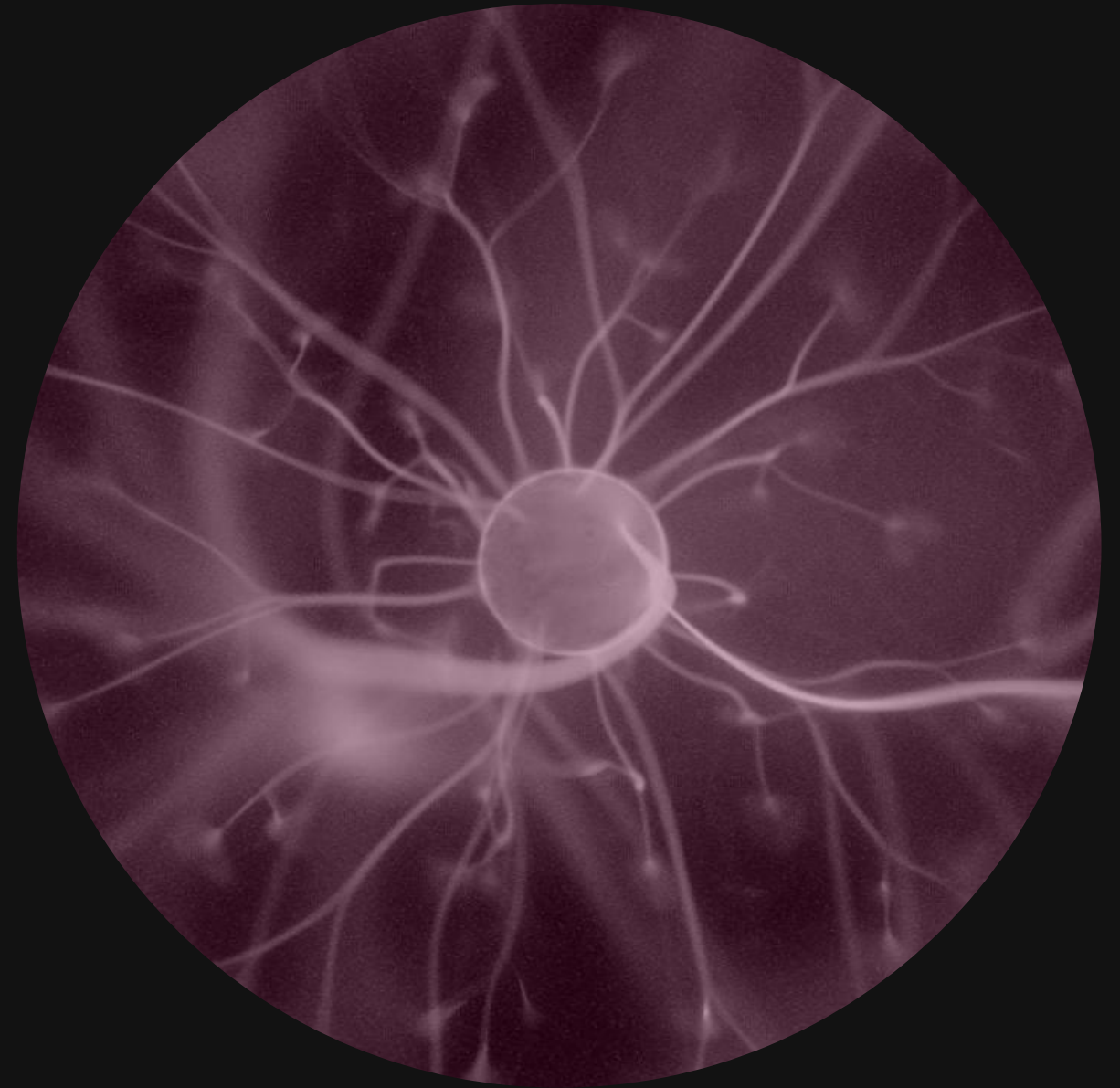


PART 1

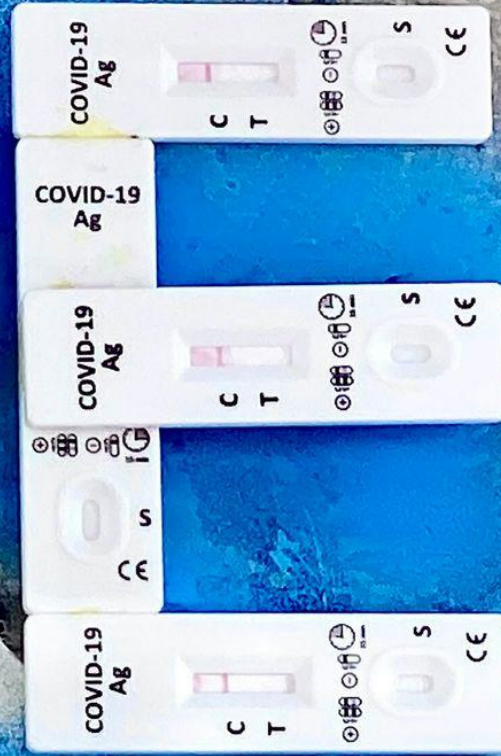
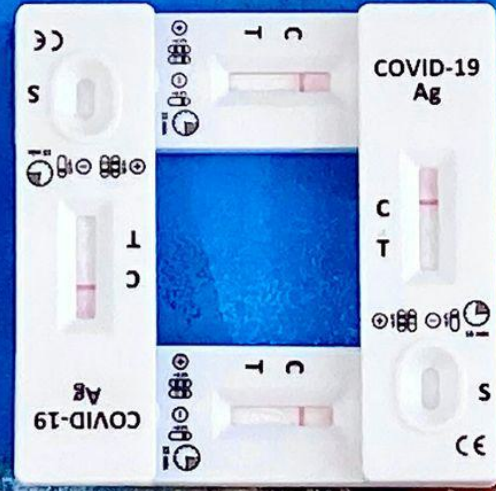
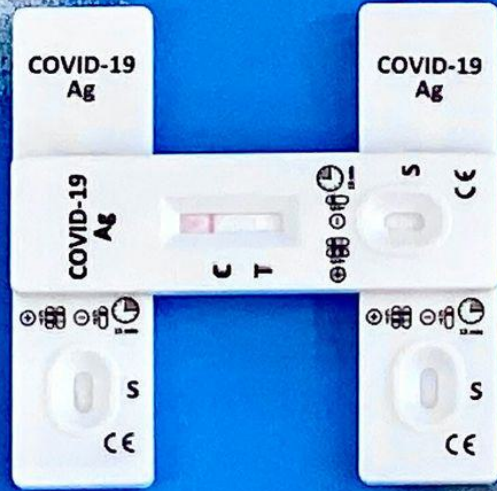
YOU.

"The only way to conquer stage fright is to get up on stage and play. Every time you play another show it gets better and better."

**THE TWO
GREATEST
FORCES IN
THE
UNIVERSE**









CARE
PERSONALLY
+
CHALLENGE
DIRECTLY





PART 2

BACKSTAGE

"The best songs we make are
when everybody is firing on
all pistons."

A SAFE PLACE TO PLAY



AUTONOMY

Hire great "pre-activated" people. Extend trust, freedom, and guidance for growth.



PEER RELATIONSHIPS

"Peers are the top factor that drives employees to go the extra mile"
- Tinypulse



DOTS TO CONNECT

Make the right data visible to inspire innovation. "Creativity is just connecting things."
- Steve Jobs



**For knowledge work to flourish,
the workplace must be one where
people feel able to share their
knowledge! This means sharing
concerns, questions, mistakes,
and half-formed ideas.**

Amy C. Edmondson, The Fearless Organization



**Heavy Metal
Zone**



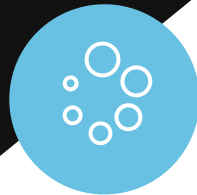
Source:
"Andrews Notes" from
"The Fearless
Organization by Amy
Edmondson

THE SKILLS WE NEED TO ROCK



Personal Guide

- Transcend the surface question
- Navigate to *their* definition of success



Knowledge Curator

- Smarter with every customer interaction
- Removing barriers to quality and accessibility of knowledge



Community Co-Creator

- Facilitator and moderator making meaningful connections
- Proactive sharing of value
- Fostering engagement / excitement

WHY PEOPLE WORK



PLAY

Curiosity and excitement
about the work.



PURPOSE

I'm doing something that
matters.



POTENTIAL

Am I becoming the person
I want to become?

A stylized, glowing purple and pink electric guitar is the central focus of the image. The guitar is depicted with a hexagonal grid pattern overlaying it, giving it a digital or circuit-like appearance. The background is a dark, textured surface with a repeating hexagonal pattern. The text "PART 3" is written in a white, gothic-style font in the upper left corner, and "CENTERSTAGE" is written in the same font in the lower right corner.

PART 3

CENTERSTAGE

"WHAT INSTRUMENT DO
YOU PLAY?"

"THE AUDIENCE"

**THE NATURE OF
CUSTOMER
INTERACTIONS
HAS CHANGED
DRAMATICALLY**



**Make the quick
parts quick**

**And the
"slow" parts
meaningful**









It started with
whiteware.

A young couple offering simple,
beautiful things their friends
could afford. Plates stacked on
crates and barrels. It was 1962.



THE LANGUAGE OF VALUE

MAKE THE CONNECTION

Customer Service Activity	Business Outcome
 Efficiency of interaction improves	 Share of wallet / new purchase
 Positive sentiment earned	 Renewal / Retention
 Balanced quality score improves	 Customer engagement score
 "Meaningful" interactions achieved	 Impact on acquisition engine

Efficiency

vs.

Strategic Value

Ease of Business / Effort Score



Overall sentiment

Resolution time by case type



"Guidance" has taken place

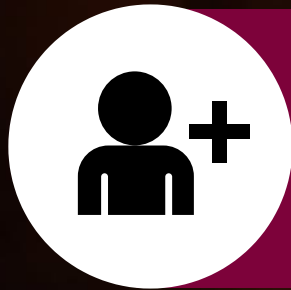
True deflection / proactive resolution



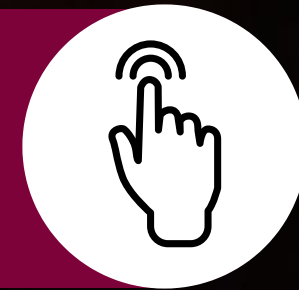
Balanced quality score

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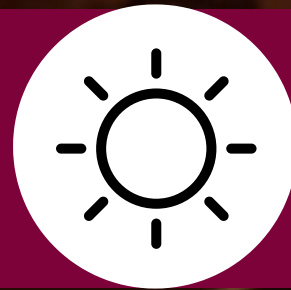
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Thank You!

Let's Connect. 

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 **CX**ACCELERATOR

 **MetricSherpa**