

THE CONTACT CENTRE ANGER MANAGEMENT GUIDE.

How to stop seeing red (and get sh*t done instead).

HELLO THERE, PULL UP A CHAIR.

You're in a safe space now.

This guide is for the leaders on the brink of throwing their entire contact centre out the window. We get it, we used to be angry too. But then we found the secret recipe for making them suck less.

In this guide we'll be sharing our (definitely not made up) tips and tricks on how AI can solve your CX issues and help you find your contact centre zen. Namaste.



Chapter 1

PEAK DEMAND FREAKOUTS

WHY SO ANGRY?

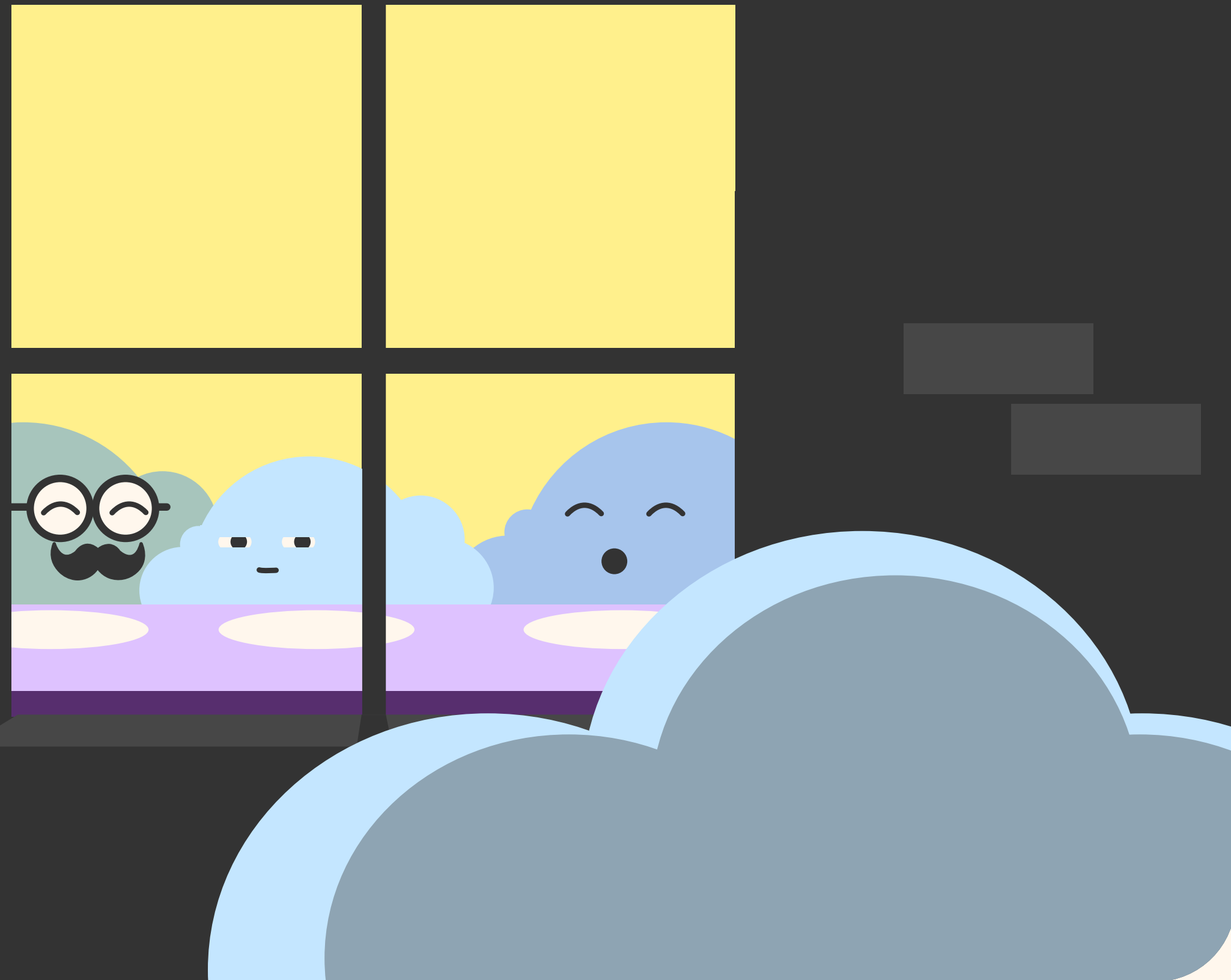
Things are getting busy. Too busy! Every channel is lighting up, the customers don't care that you're sorry for the wait, and your team is one "could you just quickly check..." away from a group meltdown.

You want the peak? YOU CAN'T HANDLE THE PEAK.

You need more (because more is always the answer, right?). More agents, more tech, more money, more time! Maybe you could just clone your top agents... like Ben, here.

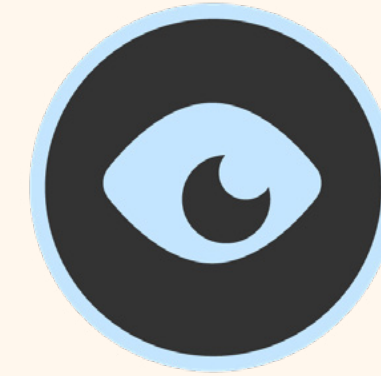
SOLVE IT WITH MORE BENS

Sorted. Clone agent Ben 2.0 doesn't need sleep, or food, or breaks and actually, he's a little bit funnier than OG Ben. He sits at his desk 24/7, answering queries like a boss. But then he starts pretending to eat sandwiches and clocks off at 5pm on the dot. One day OG Ben gets home from work and when he looks through the window, Ben 2.0 is having dinner with his parents...



THE CIRRUS WAY

Turns out the answer isn't always 'more'. With Cirrus you'll no longer be ambushed by peaks, with your contact centre always ready to handle them. So, no need to add more agents (or creepy clones) to your workforce.



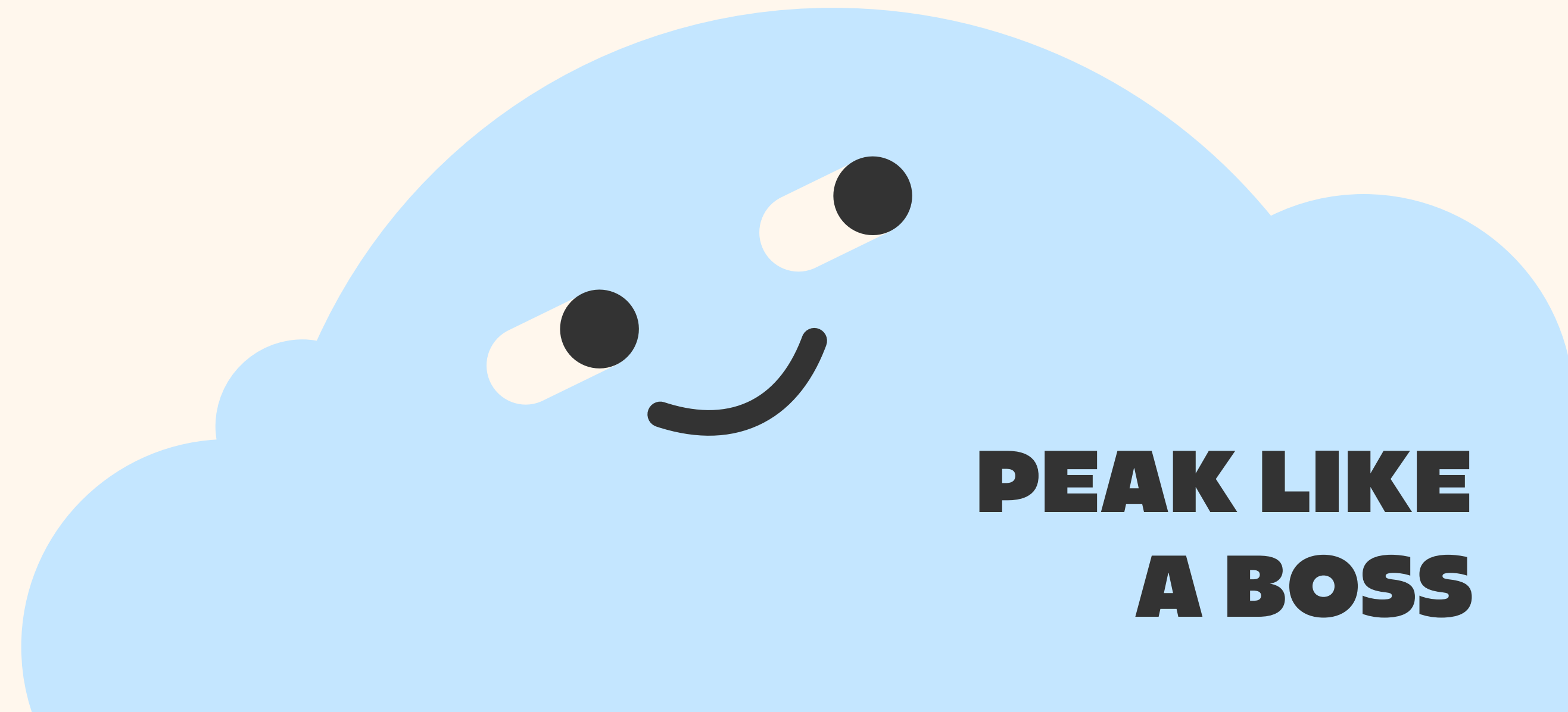
See demand coming sooner with AI forecasting and staffing.



Use AI routing to get customers to the agent best placed to help.



Let proactive AI Agents handle routine tasks early so renewals, reminders and "where's my thing?" queries don't pile up.



**PEAK LIKE
A BOSS**



Chapter 2

CUSTOMER EXPECTATIONS CRISIS

WHY SO ANGRY?

Customers are so hard to please. It's always, "I need that done now" or "my delivery is 0.3 seconds late" or "why can't you be more like your brother?"

Yep, you've fallen victim to expectations that are higher than your parents'. Customers want you to know who they are, what they need and what happens next – before they even have to ask! It's tough out there, isn't it?

SOLVE IT WITH BALLS

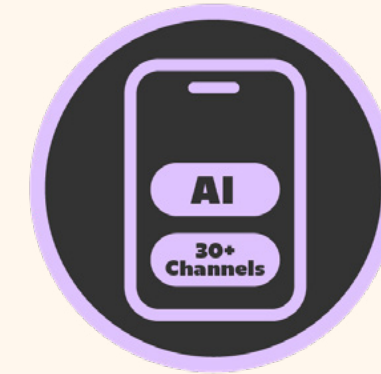
Well, it's your lucky day, because for only £99.99 and the soul of your first pet, you could be the owner of a 'What Do They Want This Time?' crystal ball (WDTWTTCB for short). Next time a customer appears out of nowhere with sky-high expectations, give it a rub and you'll see the customer's deepest desire.

Hold on, what's he doing there? Why is he taking that off?
Oh goodness, I didn't even know you could do that with a...



THE CIRRUS WAY

Drop the WDTWTTCB. You don't need to be psychic to give your customers everything they need. Cirrus' top-notch AI automation will do the trick.



Give customers the power to self-solve their queries, with AI Agents that understand what they need and how they're feeling.



Step in before a wobble turns to rage, with AI-guided digital journeys offering help when it's needed.



Learn what's making your customers miserable with AI analysis of feedback and interactions, and do...less of that.



MORE WITHOUT THE MELTDOWNS

A dramatic, high-contrast image of an office in flames. The scene is filled with bright orange and yellow fire, with thick smoke rising from the desks and chairs. The office furniture, including desks, office chairs, and a large window, is visible in silhouette against the fire. The overall atmosphere is one of intense heat and destruction.

Chapter 3

AGENT ADMIN BURNOUT

WHY SO ANGRY?

Ahh, is there anything better than a busy contact centre? Jo is juggling customers like a pro, and Luke is... banging his head repeatedly on his desk. He mumbles something along the lines of "No. More. Address. Changes." before suddenly bursting into flame.

Panic stations - your agents are on fire! And not in that cool way, but in that 'burnt out from stress and boredom' kind of way.

SOLVE IT WITH SOME FOAM

You grab a strange looking fire extinguisher and spray EVERYTHING. As the foam settles you realise that everyone is... gone. Jo's chair spins weakly, and a foam tumbleweed blows across Luke's desk. What have you done?



THE CIRRUS WAY

As a wise man once said; do not toucheth the weird object that mysteriously appears out of nowhere. Instead, Cirrus can rescue your agents from burnout and your business from high staff turnover using powerful AI automation.



Take note-taking and wrap-up work off agents' plates, with Autosummary.



Give agents AI-powered answers and prompts in the moment, so they aren't left scrambling mid-conversation.



Copilot for Supervisors helps team leaders spot problems, like sentiment dips, and (if needed) step in sooner.



FIRE UP YOUR AGENTS



Chapter 4

FRAGMENTED TECH TANTRUMS

WHY SO ANGRY?

Your tech stack has become a high stakes game of Buckaroo. But now the poor donkey is groaning under the weight of all that stuff, your systems are giving each other the silent treatment, and your agents keep forgetting which button does what.

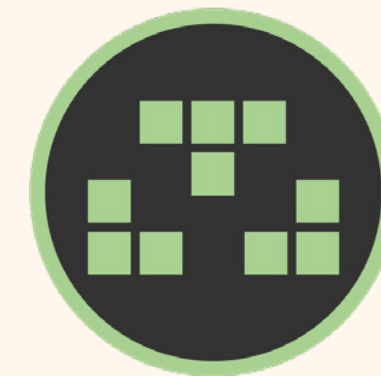
Sorry to say it, but your tech is a hot mess.

SOLVE IT WITH THE PRESS OF A BUTTON

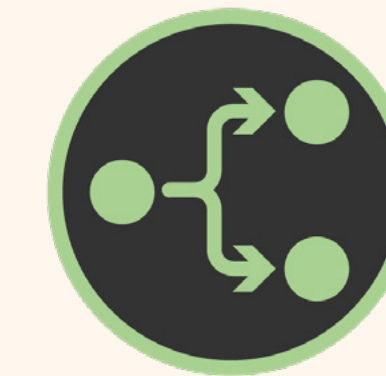
As you click and scroll through countless windows, it's BUCKAROO. You press a big scary looking button and your screen goes black. You did it. You deleted it all. This is good...right? Now you can start afresh, do things better this time. But what do you do in the meantime? Ah, crap.

THE CIRRUS WAY

If the delete button is calling to you, cover your ears! Cirrus can bring your tech stack into the modern age and get it playing nicely with others.



Add AI to the tools you already have, instead of binning your whole tech stack.



Build and tweak AI-powered customer journeys without needing to call IT every five minutes.



Let AI Agents pull data from your current systems, remember context and deliver the best next step, instead of your team sticking things together with digital Sellotape.



CLEAN UP YOUR TECH

Chapter 5

CUSTOMER CONTEXT DESPAIR

Barbara -
wants to
upgrade
package.

Tim - needs
delivery
changing to
Wednesday.

Sarah -
called about
invoice
(#11437).

interested in
corporate
plan.

Follow up:
no response
since 12/05.

wants more
storage
added.

Mike -
left message
12/05.

Check with
Paul re:
annual
renewal.

New client:
Rachel -
trial ends
18/05.

Tom -
asked
technical
support.

WHY SO ANGRY?

You know your customers like the back of your hand, right?

A chat pops up. Oh, it's Barbara. I remember her, isn't she the one that messaged us last week about upgrading her package? Let me just check... maybe it's in this folder, or did I write it in my notepad... or on an email. This is taking a while, I hope Barbara hasn't left the chat... Damn it!

SOLVE IT WITH OMS

If wasted data is getting you all out of whack, it might be time to realign your chakras. In fact, let's do it together now. Take a seat on the floor, cross your legs, breathe in... and breathe out. Keep at it until you can feel those chakras lining up nicely down your spine. What does that feel like? Shhh. Find your centre. Ignore those messages, Barbara will be fine.



THE CIRRUS WAY

Our world-leading AI tech will get your customer data stepping up and earning its keep before Barbara goes all 'keyboard warrior' on your brand.



Instantly give agents the full story with AI-powered context from previous interactions, so customers can stop reliving their trauma every time they get in touch.



Let AI spot the trends, trouble spots and coaching gaps before they turn into bigger issues.



Give leaders live dashboards, alerts and AI recommendations instead of making them dig through reports.

**BECOME ONE
WITH YOUR DATA**

Chapter 6

OMNI-CHANNEL BREAKDOWNS

WHY SO ANGRY?

Look at all those shiny channels. Your customers can speak to you over the phone, by text or even on their fave social media account, lucky things. But like distant cousins who had a big argument in the winter of '91, your channels have forgotten the entire conversation by the time they meet again.

SOLVE IT BY SHARING FEELINGS

Perhaps it's time to call in the experts. For only a small monthly fee of 59% of your profits, Silos No More (AKA S.n.M) conducts regular group therapy sessions to get your channels talking again. There will be singing, awkward trust exercises and answers to big questions like "how do you feel about that?"

S.n.M



THE CIRRUS WAY

Save yourself the agony. Cirrus uses AI to stop your channels acting like estranged relatives, so customers get one joined-up experience instead of a series of awkward introductions.



Let AI carry the context across channels so customers can move from chat to voice without starting again like it's Groundhog Day.



Use AI Agents across voice and digital to keep conversations consistent, whether customers message at lunchtime or call at 11:43pm in a mood.



Use Autosummary to pass the important bits from one conversation to the other.

KEEP THE CONVO GOING



Chapter 7

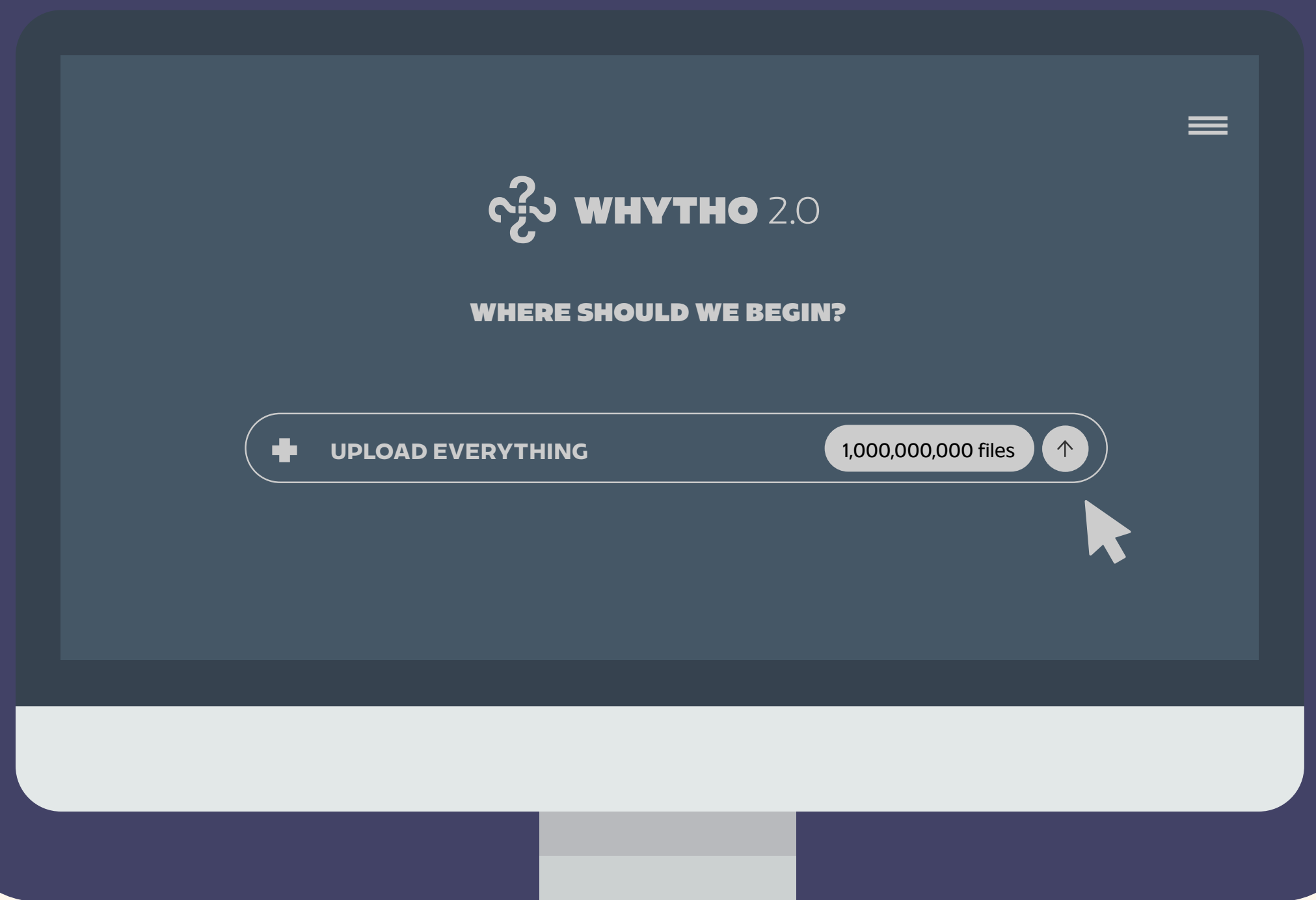
AI ANXIETY

WHY SO ANGRY?

Did you hear? Steve next door is going fully AI with his business. He says if we don't jump on the train now, we're going to be left at the station and AI is going to take our jobs anyway so if we can't beat them, it's best to join them and something about workflows and em dashes and stuff.

SOLVE IT WITH... MORE AI?

Just like his twice-daily LinkedIn rants, Steve has made some excellent points here. If you need AI, but are not quite sure what for, there's an AI for that. WhyTho 2.0 is the latest AI taking the world by storm; simply input every single piece of information about your company, and it will provide a 42-word report about how you should be using AI to take your business to the next level.

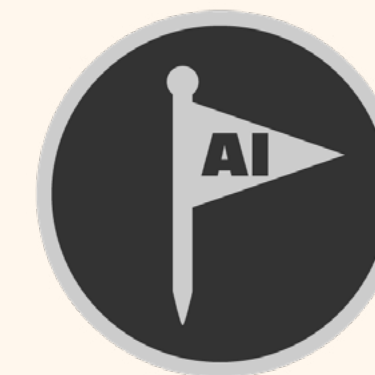


THE CIRRUS WAY

Yikes! Aren't we all a bit too old for peer pressure? At Cirrus we live by the ethos; just because you can, doesn't mean you should. We'll map out if AI is right for you, and how you can get the most out of it before anything is implemented.



Pointing out where AI fits in your contact centre set up, and where it really, really doesn't.




Pick where to start with AI that will prove the value early. (Because nobody wants to wait a year to prove a point.)



An 18-month roadmap for setting up AI with the right governance, guardrails and rollout plan to suit you (not Steve, or the LinkedIn 'experts').



ALL ABOARD THE TR'AI'N



Chapter 8

AGENT TRAINING TRAGEDIES

WHY SO ANGRY?

You know what they say, work hard, play hard! But then a new product, or agent, is thrown into the mix and we're also supposed to train hard. Problem is, there's not enough hours in the day as it is. The math isn't mathing. The agents are pulling out their hair and performance is dropping – no one can boss it under these conditions!



SOLVE IT WITH EXTRA LIMBS

Your agents obviously just need more arms! Undergoing a simple, minimally-invasive surgery (probably – we trained under Grey’s Anatomy) will turn your agents into four-armed, multi-tasking super-agents. They’ll soon be answering calls with one hand, replying to emails with another, clicking through training manuals with the third and well, it’s up to them what they do with the fourth.

THE CIRRUS WAY

Hold the scalpel, is it too late to mention that Cirrus’ AI automation makes training agents super easy, with no extra arms needed?



Serve up the right knowledge and guidance there and then with AI, so agents can learn on the job.



Copilot for Supervisors flags and explains issues to leaders as they happen, and points them to the agents that need help first.



Use AI Quality analytics to spot agent skill gaps instantly from real interactions and turn them into coaching moments.



GET YOUR HANDS ON IT

Chapter 9

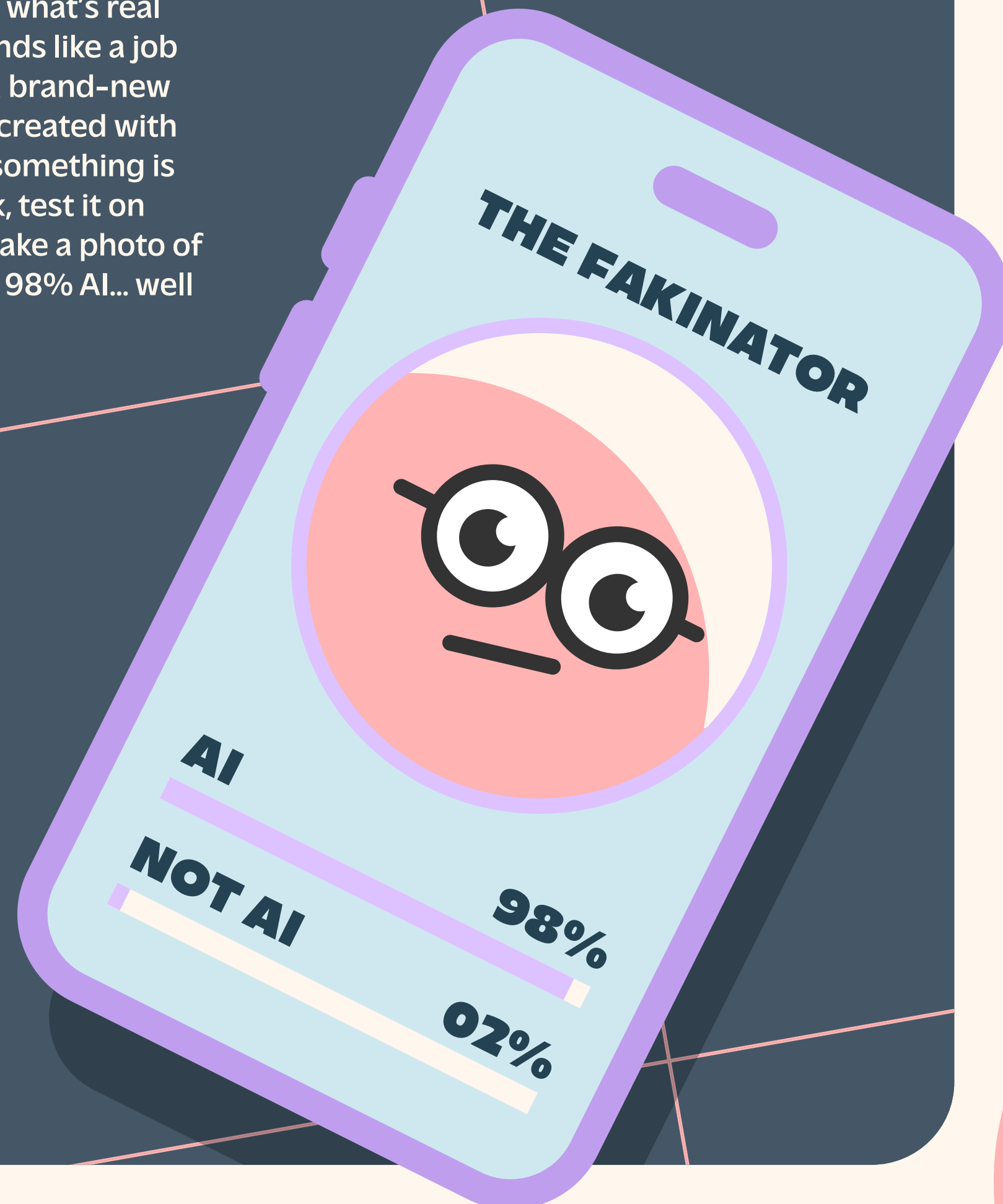
THE SECURITY SCARIES

WHY SO ANGRY?

AI is cool and everything, but it's probably got you questioning if anything is real anymore. You're on your weekly team meeting video call and Dave is showing everyone his new puppy. Probably AI, right? Nothing on the planet can be that cute. Your phone pings and it's a message from your daughter; 'send money for lunch pls'. 100% a scam, you gave her money last week and she can't possibly have spent it already...

SOLVE IT WITH AN APP

So how can you tell what's real anymore? This sounds like a job for The Fakinator; a brand-new app (definitely not created with AI) that tells you if something is AI or not. Here look, test it on yourself now. Just take a photo of your face and – oh, 98% AI... well this is awkward.



THE CIRRUS WAY

We may not be able to tell you if Dave's dog is real or not, but we can tell you that we have multi-layered security protection with AI-powered risk-spotting and automation to make sure your systems are safe with us.



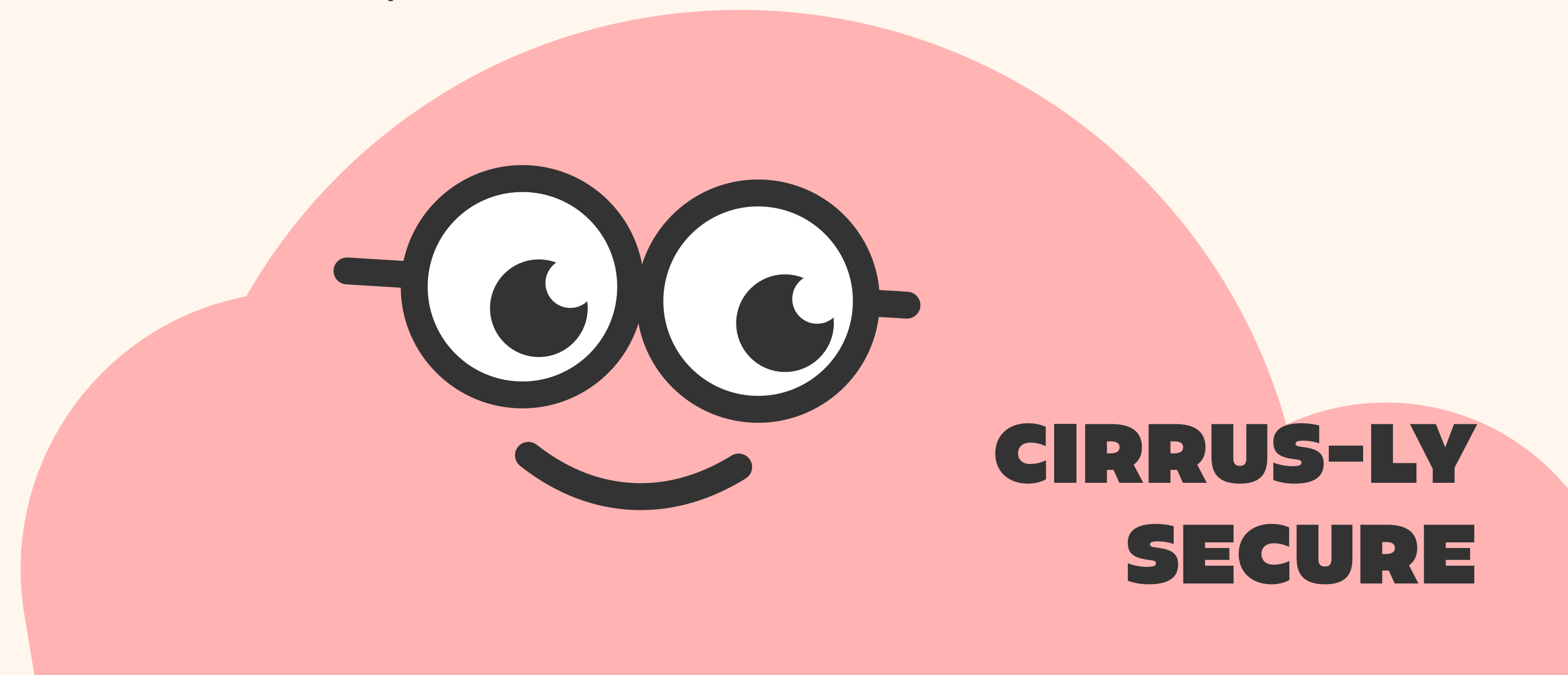
Use AI to flag sensitive customer data so redaction, deletion or approval workflows can automatically kick-in, instead of manually hunting down problems.



AI scans every interaction for risk signals, spotting compliance, privacy and security red flags before they become problems.



Give your team AI-powered alerts with recommended actions so they know what to focus on before anything risky happens.



CIRRUS-LY SECURE

A woman with brown hair tied back, wearing a light-colored shirt, is looking intently at a black rotary telephone. Her expression is one of frustration or anger. The background is a dark, textured wall.

Chapter 10

REPETITIVE STRAIN QUERY

WHY SO ANGRY?

Ah Susan, didn't she shout at you yesterday? And you can't blame her; you'd be annoyed too if you kept being transferred to someone who didn't have the answers. But as you look at the blank screen in front of you, there's only one thing to say: "how can I help you today, Susan?"

3,2,1... Susan explodes. This is the third time she's had to explain her problem! She has better things to be doing than chatting to AI that keeps sending her round in circles and palming her off to agents who can't help. Argh!

SOLVE IT WITH A "PRIZE"

Luckily, the company has just rolled out a new initiative, and you think Susan is really going to like this one. "Susan, I'm delighted to say that as a valued customer, we can sign you up to our exclusive new loyalty scheme. Every time you get in touch, you get a stamp, and once you've collected ten stamps, you win a special prize!"

"Now Susan, there's really no need for language like that..."

#*@&!!!

THE CALLBACK CLUB

BACK AGAIN?

PLEASE KEEP HOLDING

LET ME TRANSFER

CONNECTION LOST

CALL BACK LATER

ANY MINUTE NOW

OH IT'S YOU

WRONG DEPARTMENT

CALL BACK LATER

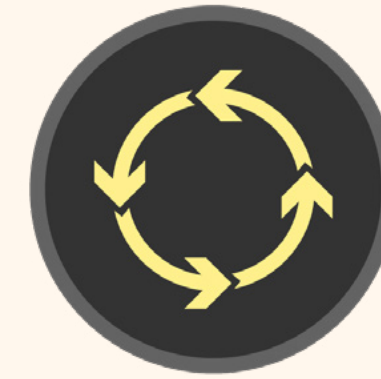
PRIZE!! >>>

WE'LL BE IN TOUCH

<<< PRIZE!!

THE CIRRUS WAY

Another option? Build AI into the parts of your customer journey where people keep getting stuck. Increase first-contact resolutions, and get Susan's vocab out of the gutter.



AI shows agents the full interaction history, so customers don't have to repeat themselves for the fourth blooming time.



Send the basic repeat questions to self-service, where they belong.



Use AI routing to get customers (and their full backstory) to the best person, first time.

GET IT RIGHT THE FIRST TIME

