adept
TECHNOLOGIES

Monthly Newsletter

The Real Work Behind a Call

We often talk about tech in terms of automation, speed, and performance. But at the heart of every call, every message, every ticket—is a person trying to solve something. And often, trying to feel heard.

This June, as we celebrated **Madaraka Day (June 1st)**, **Eid al-Adha (June 17th)**, and **Father's Day (June 16th)**, we were reminded that public holidays aren't just breaks—they're moments of collective pause, reflection, and appreciation. But for contact centre teams, it's when the real work starts. Peak call volumes. Delayed orders. Urgent queries.

That's when we show up.

Being a contact centre provider isn't just about answering calls. It's about managing emotion, expectations, and resolution. And doing it all—whether it's a holiday, a Monday, or a late shift.

So this month, we're not just celebrating freedom, faith, and fatherhood—we're celebrating **resilience, empathy**, and the quiet excellence of support teams who keep customers going when no one else is picking up.

5 Minutes of Stillness

Sometimes, it's the system that enables calm. A well-set queue. A voice that listens. A CRM that doesn't crash. But sometimes, it's also stepping away for 5 minutes. Just to breathe. Reset. Re-enter with presence.

This month, we encourage our teams—and our clients—to make space for small moments of stillness. Not because it's trendy, but because people-centered service begins with people-centered teams.

This Month in Tech: Trends That Are Changing the Call Centre

From AI to omnichannel tools, here are 3 shifts transforming support teams:

1.**AI Leads the Way—Empowering, Not Replacing**

From smart routing to real-time suggestions, AI is enhancing agent performance, boosting speed, and improving accuracy—without removing the human touch. Read more

2. **WhatsApp Support Is Becoming Standard**

Customers want convenience. Text-based support via platforms like WhatsApp is no longer optional—it's expected. See more

3. **Burnout Is a System Problem**

More companies are integrating well-being tools into daily support ops. Breaks, empathy training, and workflow design now matter as much as KPIs.Read more

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Headlines & Happenings: June Edition

1.**Sha annual subscription**

Under the new staggered payment plan, which took effect in June, self-employed Kenyans are now required to clear the **annual subscription** to SHA in lump sum through a Hustler Fund loan, scrapping the monthly contributions.Read more

2.**Protests and Demonstrations**

There is ongoing tensions regarding police conduct and accountability in kenya particularly in relation to freedom of expression and the use of force.Read more

3.**Tourism Boost**

The decision by the government to allow Turkish Airlines and Qatar Airways direct flights to Mombasa is expected to have a positive impact on the tourism sector in the Coast region.Read more

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Till next time,

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