

30–60–90 Day Plan to Reduce AHT Safely

A practical checklist to help contact center teams reduce average handle time without rushing agents or disrupting the customer experience.

Days 1–30: Diagnose and Baseline

- Focus on understanding what is actually driving AHT today before making changes
- Establish a clean AHT baseline by call type, channel, and agent tenure
- Identify top call drivers by volume and handle time
- Review after-call work requirements and document where time is being spent
- Audit knowledge access during live calls
- Evaluate routing and transfer patterns to spot avoidable handoffs
- Analyze high-AHT calls to identify where conversations slow down
- Align stakeholders on guardrail metrics (FCR, CSAT, repeat contact rate)

Days 31–60: Implement High-Impact Improvements

- Begin making targeted changes that remove friction and improve call flow
- Standardize call frameworks without rigid scripts
- Streamline or automate after-call work
- Improve knowledge base structure and accessibility
- Adjust routing rules for common misrouted call types
- Launch focused coaching on behaviors that shorten calls naturally
- Pilot AI-driven real-time guidance for complex issues
- Set segmented AHT targets by call category

Days 61–90: Scale, Measure, and Refine

- Expand what's working and ensure gains are sustainable
- Track AHT trends alongside CX guardrails weekly
- Identify which changes produced the largest AHT reductions
- Scale successful coaching behaviors across teams
- Refine knowledge content based on real call usage
- Reduce remaining friction in ACW and system workflows
- Share results with agents to reinforce trust and transparency
- Document updated best practices into ongoing training