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POWERFUL WAYS TO SIMPLIFY THE AGENT EXPERIENCE



Customer needs, on their own, are complicated...

89% of customers say that companies need to work harder to provide a good customer experience

OVER **2/3**

expect the agent to know "who they are" when they contact a company

73%

of contact center leaders cite a noticeable increase in the complexity of their customer-agent interactions

Why then do companies choose to further complicate customer service?

71% of contact center leaders said that system tools and inefficiencies are the top contributor to an agent's workday stress

1 in 5 companies don't even measure CSAT!

3 out of 4 customers said that their most recent customer service interaction took more time than they desired.

It seems pretty silly when you take the time to really think about it!

50% of customers would post something negative on social media after a bad experience

86% of customers are very likely to switch companies after one bad service experience

BUT... 70% of customers are willing to pay more for a product or service if the company has a good customer service reputation

If a company wants to thrive, customer service ~~shouldn't~~ **can't** be complicated.

ONLY 42% of contact centers consistently achieve high customer satisfaction ratings

92% of contact center leaders want their agent's tools to be more effective

OVER 85% of contact center leaders believe that it's very important for agents to have real-time information about a customer when speaking with him/her about an issue

But, a simplified customer experience requires a simplified agent experience.



1/3

OF CONTACT CENTERS DON'T EMPOWER THEIR AGENTS WITH REAL-TIME METRICS

99%

OF CONTACT CENTER LEADERS BELIEVE THAT HIGH AGENT ENGAGEMENT EQUALS IMPROVED AGENT PERFORMANCE

100%

OF CONTACT CENTER LEADERS BELIEVE THAT AGENT MORALE/SATISFACTION DIRECTLY AFFECTS THE CUSTOMER EXPERIENCE

6%

OF AN AVERAGE CALL TO A CONTACT CENTER IS SPENT ON JUST BRINGING UP A CUSTOMER'S INFORMATION ¹

10-15%

OF AN AGENT'S TIME IS SPENT ON POST-CALL WRAP-UP ²

And a focus on productivity for three core areas of the contact center.



1. Agents thrive when they're provided with:

Integrated Systems | Realistic Performance Measures | Real-time Information

2. Processes are efficient when they consider their impact on:

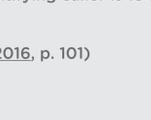
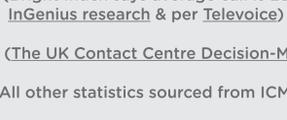
The company - Does it "actually" maximize resources?
The customer - Will it minimize effort and respect their time?
The agent - Is it clear to understand and easy to execute?

3. Technology is effective when it enables:

Intuitive Service Delivery | Clear Visibility to KPIs | Integrated Experiences

So, is a complicated agent experience ruining your customer experience?

Continue your path to a simplified agent experience by connecting with **InGenius**



¹ (Bright Index says average call is 251 seconds identifying caller is 15 seconds, InGenius research & per Televoice)
² (The UK Contact Centre Decision-Maker's Guide 2016, p. 101)
*All other statistics sourced from ICMI Research