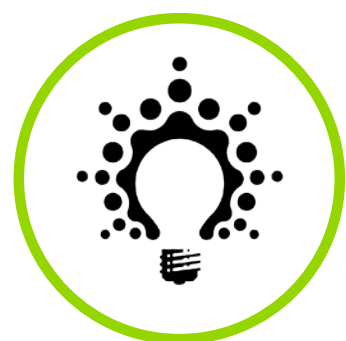


PART III 2017 ASPECT AGENT EXPERIENCE SURVEY

Aspect Software, in partnership with Conversion Research, conducted a national study of 500 Active Customer Service Representatives aged 18-55 years old to uncover the attitudes, preferences and behaviors reps have about their jobs.



Project Overview & Objectives

The objective of this specific study was to investigate, from a variety of different perspectives (age, gender, size of customer support center, levels of engagement) the differing and similar attitudes, preferences and behaviors reps have regarding contact management software, the use of chatbots in customer service, workplace priorities and perceptions.

Survey Methodology

- A custom-crafted online study with a minimum aggregate sample size of 1,000 Americans, aged 18-65, regionally representative and divided by gender as per most recent census projections (with ~25% oversampling of those aged 18-34)
- Survey fielded online to match the behavior and expectations of this population
- This study took place in March, 2017



Customer Service Agents Directly Relate their Job Satisfaction to the Ease of Managing their Life at Work

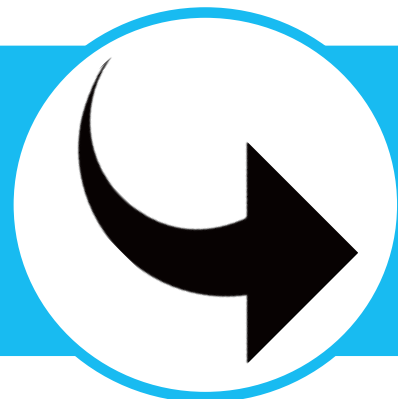
58%

Of customer service agents are using their smartphones to text, chat or message outside of work

81%

Of agents feel that getting in touch with management for things like calling in sick or picking up shifts should be as easy as getting in touch with friends

Takeaway



Agents, especially Millennials, use their phones for everything and expect the ease of a smartphone to be well received in their workplace.

This Carries Across to Work Expectations as Well

66%

Prefer to use self-service functionalities via their smartphone to manage their work lives

60%

Feel it is important to be able to message management via a smartphone

Agents have a strong desire to use their smartphones, the device they frequently use to communicate and manage their personal lives with, to message and manage their work lives as well.

Takeaway

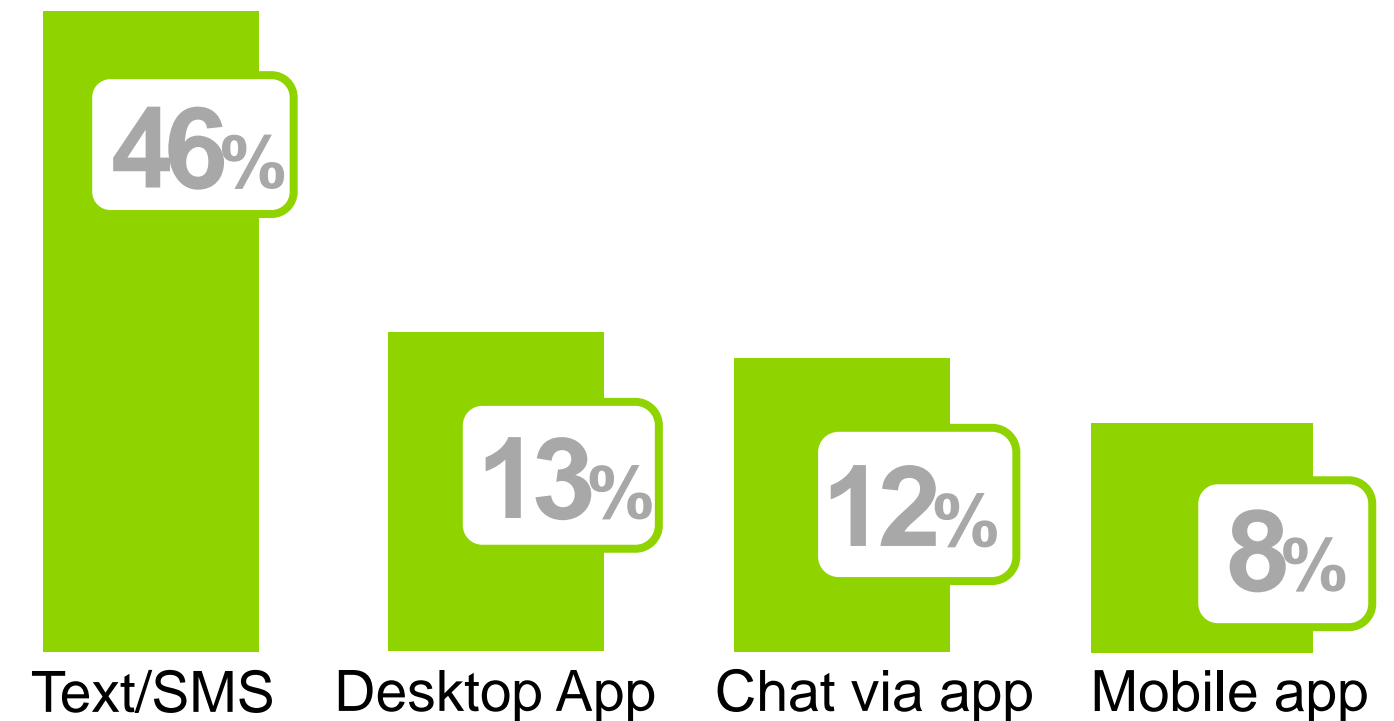


This is remarkably stable across all generations.

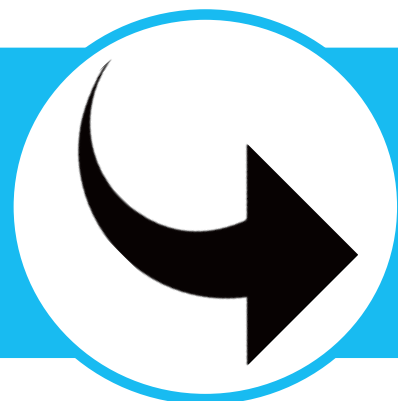
Employers are Not Offering the Tools Agents Prefer to Use

If agents want to get in touch with management after work:

- less than half say text/SMS is an option
- just 13% can get in touch via a desktop app, only 12% via a chat app
- A mere 8% said that they could use a mobile app



Takeaway



Agents also would prefer to use a self-service application vs. talking to their manager on the phone.

The Impact

2/3

of agents say being able to manage their work lives with the best software possible will make them:



More satisfied

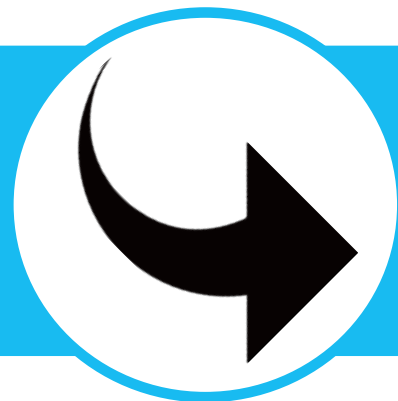


**More productive
at work**



More committed

Takeaway



Self-service technology within the workplace can also be a key differentiator for agent satisfaction and engagement.

Employers Who do Respond Can See Business Impact



**60% of agents
feel happier**

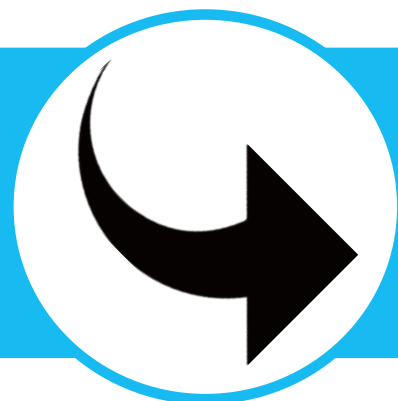


**65% of agents feel more
engaged at work**



**62% of agents feel they provide
better customer service**

Takeaway



1/3 of agents feel that being able to get in touch with customer service management whenever they want is just as important as a competitive salary