



**AGENT ENGAGEMENT**



## Agent Engagement:

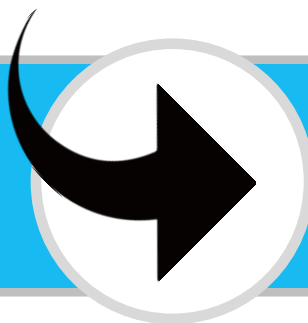
Customer service agent engagement is best described as “feeling good about, satisfied with, and committed to your job.”

# The State of Agent Satisfaction

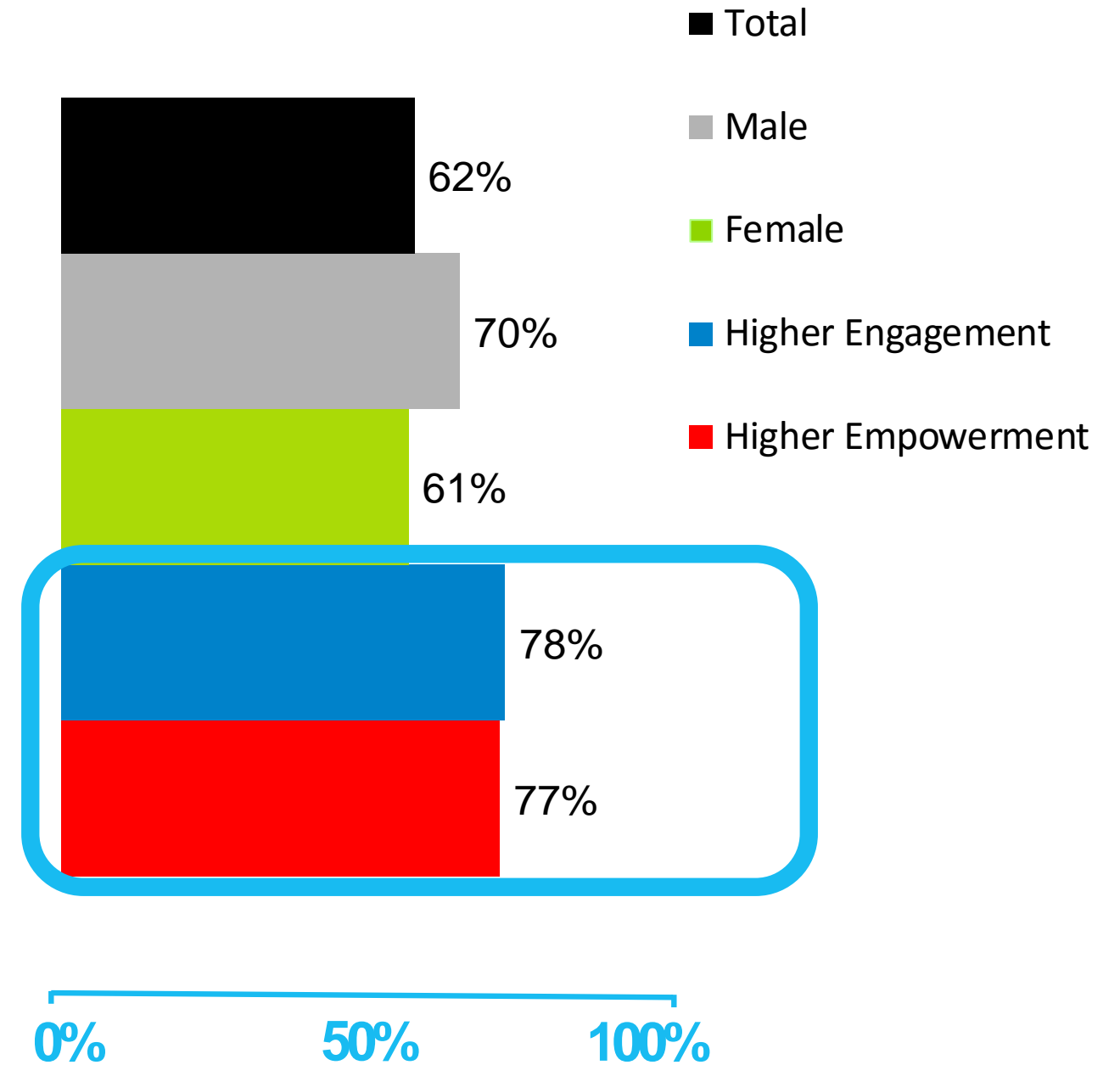
62%

Of customer service agents report being satisfied in their job

Takeaway



Engaged and empowered agents are notably more satisfied vs. the average.



Q: How satisfied would you say you are currently with your job as a customer service representative? (1-5 scale)

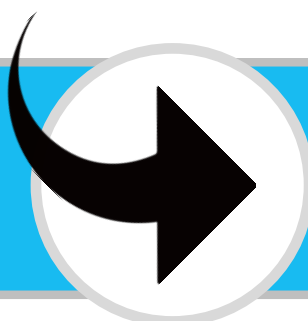
# Employment optimism however, is lower than satisfaction with customer service agents

41%

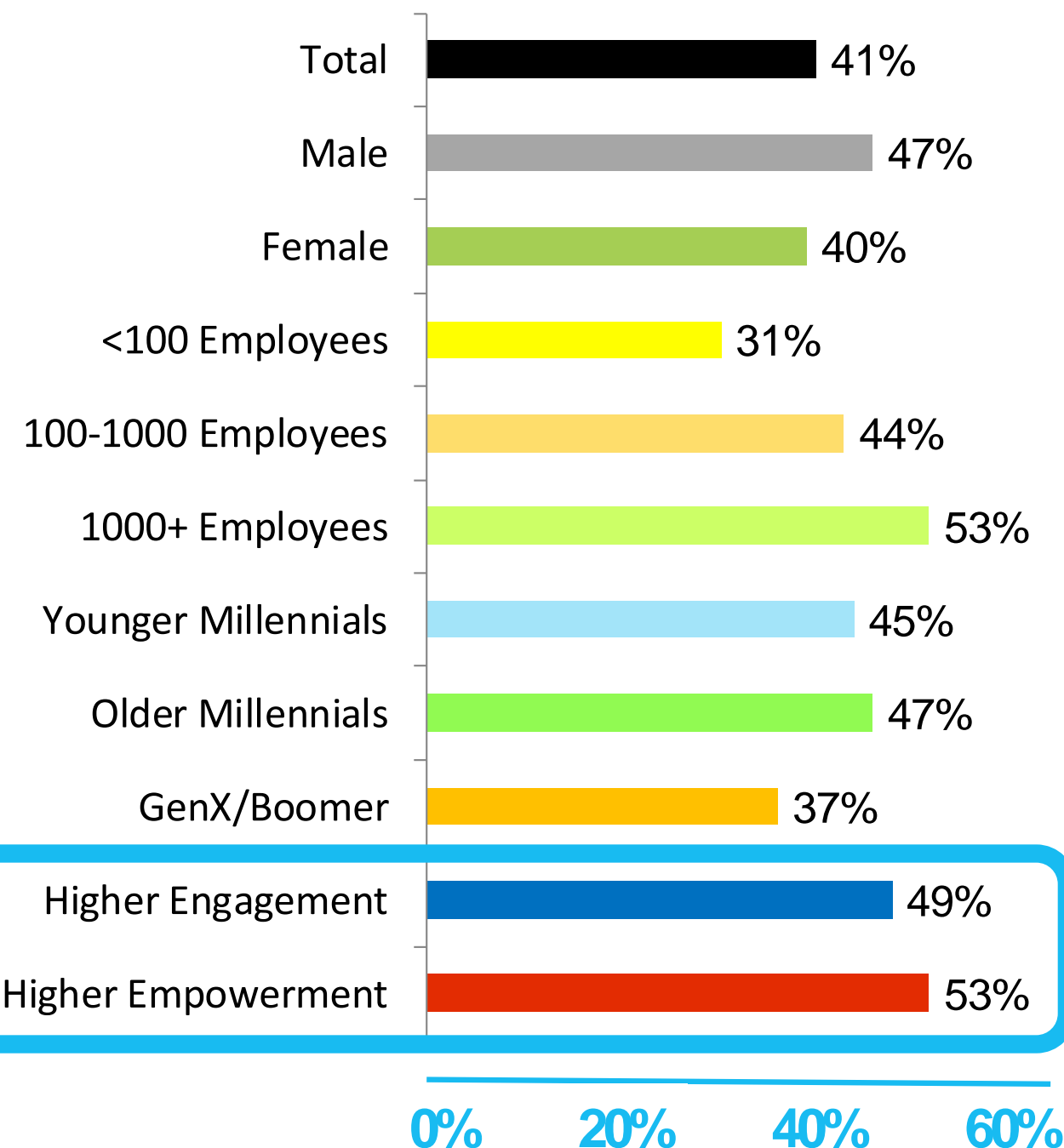
The number of agents who are optimistic about opportunities for advancement in the contact center where they work.

Engaged and empowered agents are more optimistic than the average.

## Takeaway



More than a third of all agents (35%) don't plan on staying where they are currently employed.

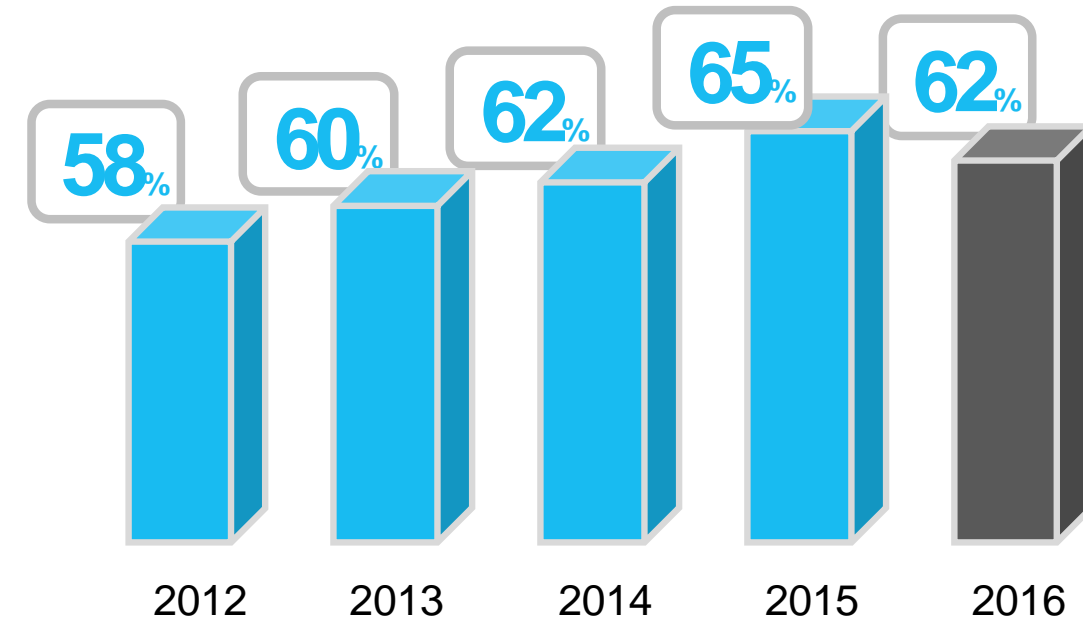


# Employee engagement as a whole is on the decline



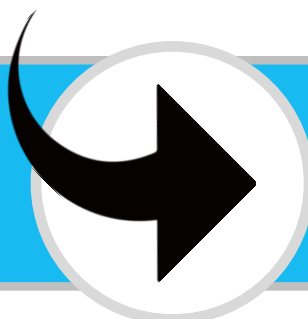
The Agent Experience survey data clearly indicates engaged agents are happier and plan on staying in their jobs longer.

However, a recent study by Aon Hewitt revealed that employee engagement dipped for the first time since 2012.



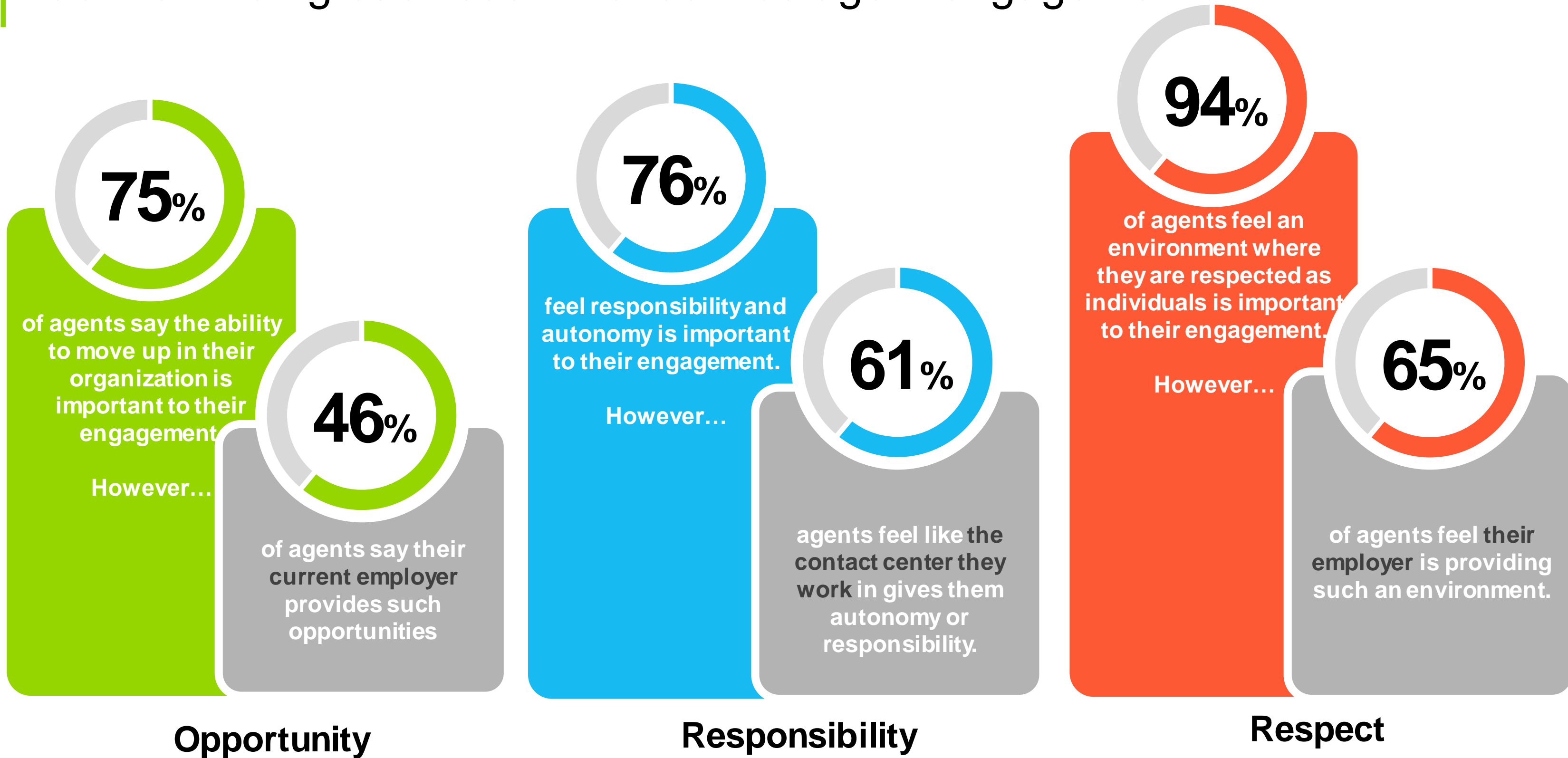
Global employee engagement\*

## Takeaway



Engaged customer service agents represent big productivity and customer loyalty opportunities for organizations.

# Factors holding back customer service agent engagement



**Opportunity**

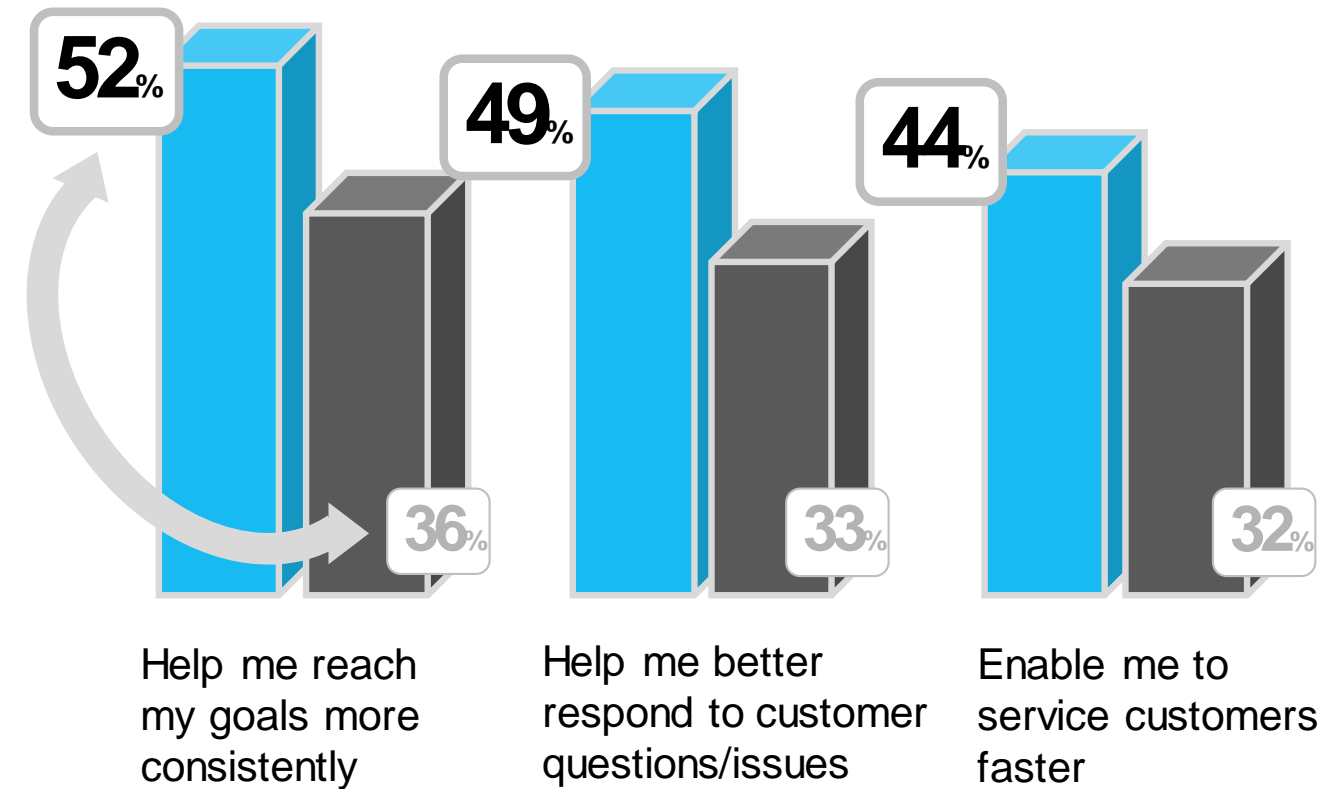
**Responsibility**



**Respect**

# Agents are also more responsive to goals vs. contests

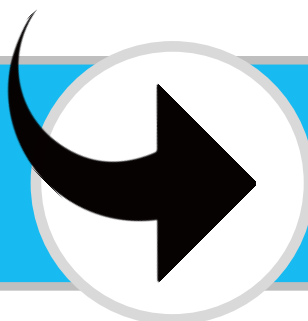
16 pts.

There is a sizable difference between agent preference for goals to help them reach their objectives vs. contests to do so.



 Goals-based motivation  
 Contest-based motivation

Takeaway



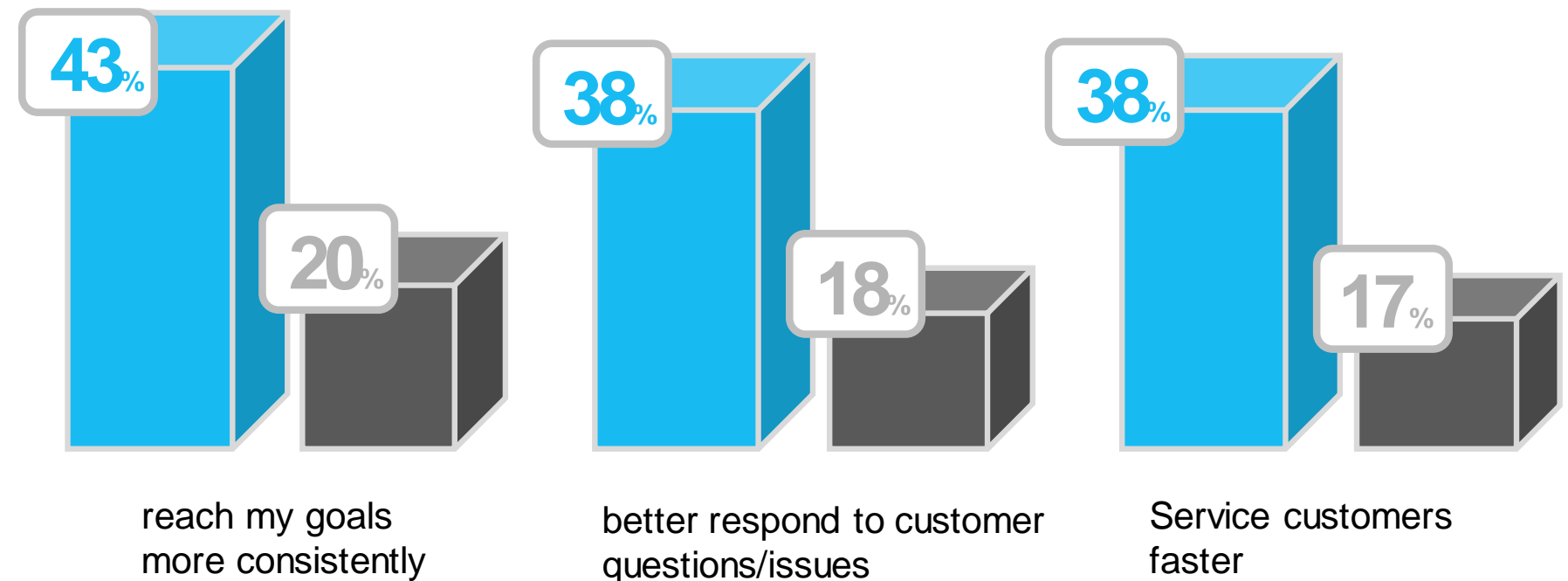
Agents across the board feel goals-based programs are more impactful to their overall performance.

Q. Based on your experience as a customer service representative, using the star ratings, Please let us know how much you agree or disagree with the following statements about goals and contests.

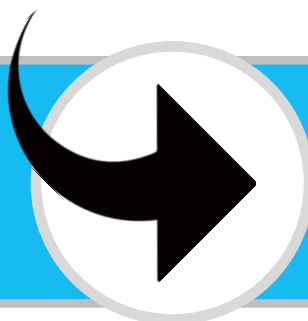
# Engaged agents: far more responsive to contests vs. non-engaged agents



## Contests set by management help me...



### Takeaway



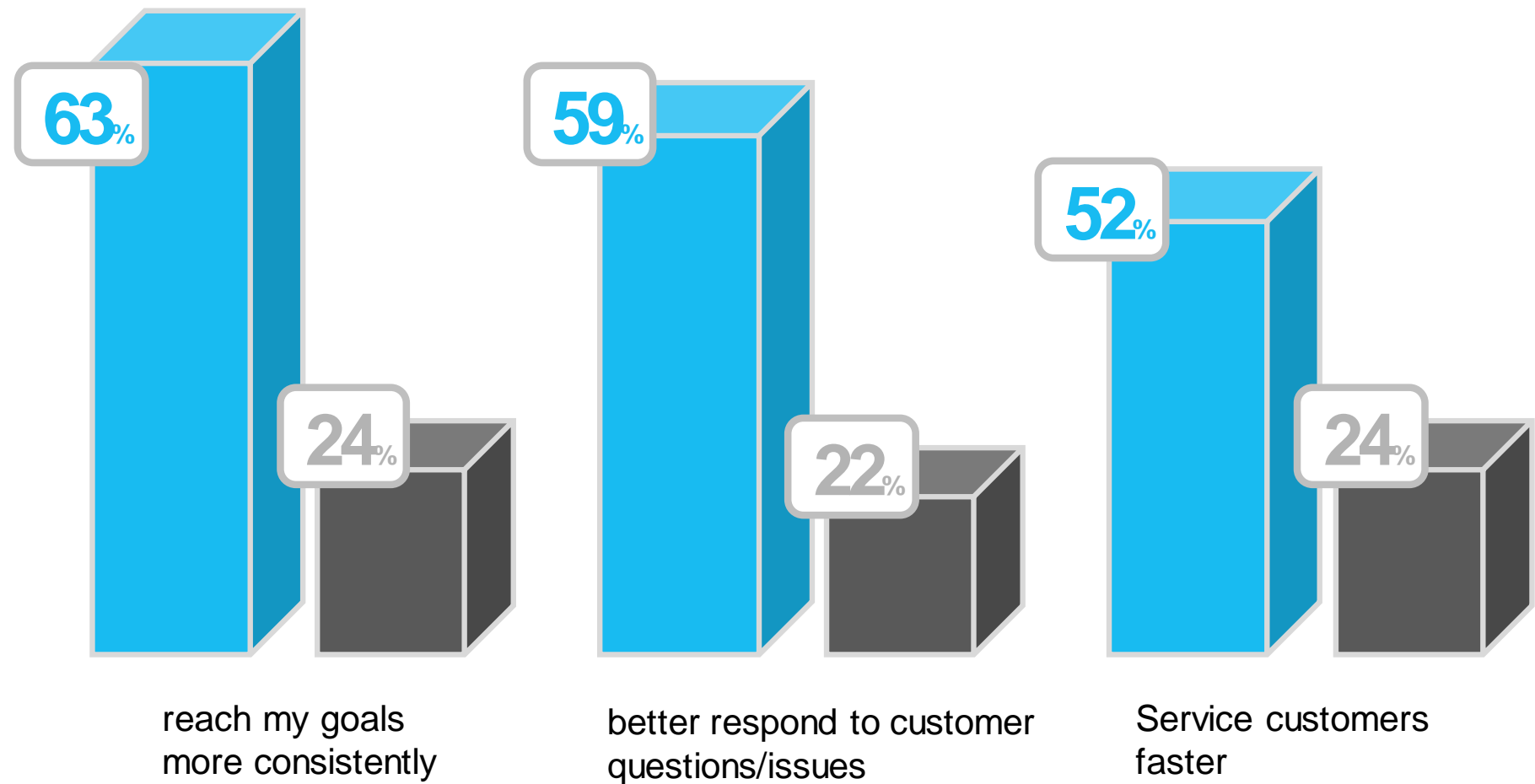
Employee motivation and engagement, not better contests, are needed to help agents achieve their goals.

- Engaged
- Non-engaged

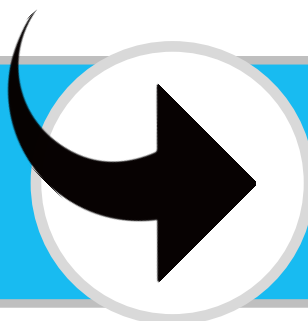


# Engaged agents are even more responsive to goals vs. non-engaged agents



## Goals set by management help me...



### Takeaway








Engaged agents thrive on clear goals. Non-engaged agents are only slightly more motivated with goals vs. gamified programs.

-  Engaged
-  Non-engaged

# Summary

## Engaged agents:

-  Want to handle more complex customer situations
-  Are more satisfied and are more committed
-  Are less likely to leave
-  Are positive about moving up in the organization
-  Are more motivated by goals and contests

# Part III: The Software Experience: Agents Perspective

Coming August, 2017