

CUSTOMER SERVICE AGENTS AND THE GIG ECONOMY

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.



GIG ECONOMY

noun /gig e·con·o·my/

a labor market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs.

CONTACT CENTER AGENTS IN THE GIG ECONOMY



There are hard, bottom-line and customer experience benefits to gig economy models, including faster response times, lower cost per interaction and access to new – and better educated – talent pools. ¹

- Ian Jacobs, Principal Analyst, Forrester Research

THE GIG ECONOMY IS ON THE RISE



9.2 MILLION
AMERICANS

are expected to work in the gig economy by 2021,
up from 3.8 million in 2016 *

* According to combined research by Intuit and Emergent Research.

Are customer service agents the next wave of gig economy workers?

THE GIG ECONOMY IS BECOMING MORE DESIRED BY CUSTOMER SERVICE AGENTS



currently work in the gig economy as "on-demand" agents



said they would be interested in an on-demand job



Customer service agents who work in large contact centers (>1000) are 10 points more likely to want an on-demand job than agents who work in small contact centers (<100).

WHAT DRIVES WORKERS TO WANT TO BE A PART OF THE GIG ECONOMY?

1st

A work/life balance that they can have total control over



2nd

The ability to focus on work and not worry about job stability



3rd

The ability to have additional income



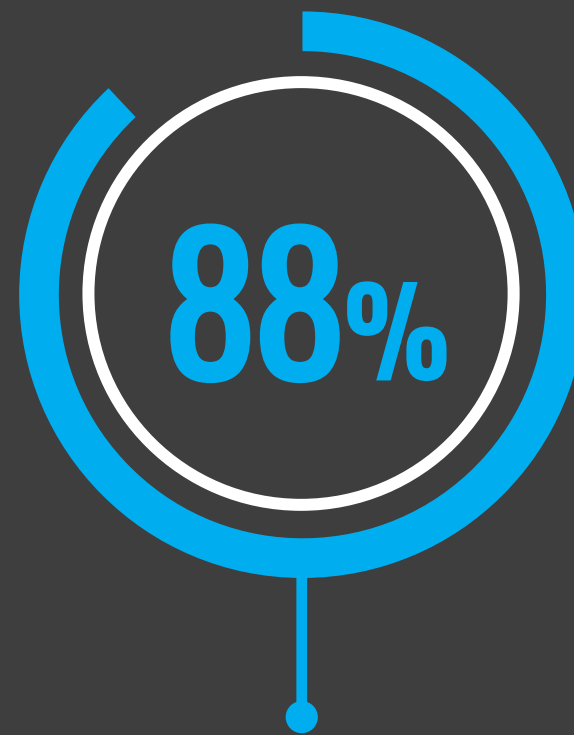
Control is the driving factor for on-demand agents vs. traditional agents, leading the way at 86%. Followed by job stability and additional income at 80%.

MILLENNIALS ARE ESPECIALLY INTERESTED IN THESE FEATURES OF THE GIG ECONOMY:



CONTROL

Want the ability to have more control over the work they do



FLEXIBILITY

Want a flexible work schedule that they can determine



MOBILITY

Want the ability to pick up additional shifts via an Uber-like app

COMPANIES INVESTING IN THE GIG ECONOMY ALSO INVEST IN THEIR AGENT EXPERIENCE



said they have a simple and easy to use software



said they have the most up-to-date software to service customers



said they have the most up to date software to contact their employer

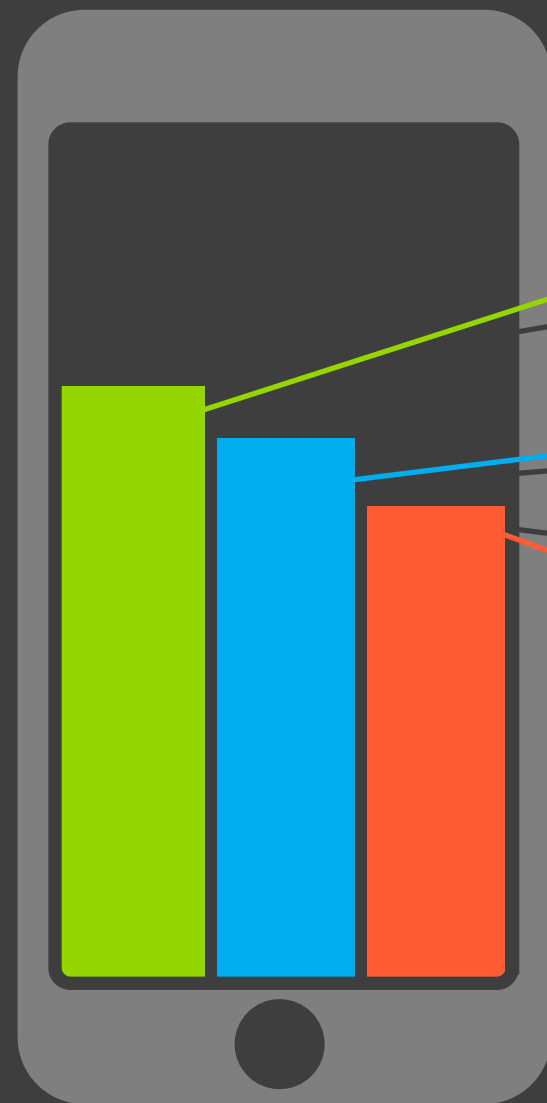
On-demand agents rank their employers higher than the average customer service agent when it comes the quality and capabilities of the software they use to service their customers and contact their employers.

ON-DEMAND AGENTS ARE MORE EXPERIENCED WITH DIGITAL CHANNELS



On-demand agents seem to be tasked with handling customer interactions on digital channels vs. traditional agents.

ON-DEMAND AGENTS ALSO VALUE USING DIGITAL CHANNELS WITH THEIR EMPLOYERS



68%

say that reps should be notified by their employers for work activities (breaks, lunches, open shifts) via push notifications.

63%

say that being able to get in touch with their employers via their smartphone is just as important as a competitive salary.

55%

say if their employer doesn't have a smartphone based WFM tool it shows they don't have the best interests of their team in mind.

82% of on-demand agents believe getting in touch with management should be as easy as getting in touch with friends.

TAKEAWAYS



'On-demand' is becoming a desired path for customer service agents.



Those driven to be 'on-demand' agents are attracted to the flexibility, control, and income that comes with it.



Companies that employ 'on-demand' agents are investing more in providing agents with an experience they value.



'On-demand' agent tends to have more experience and training on more modern customer service channels and desire a more modern experience with their employer.