

10 KPIs You Need To Measure

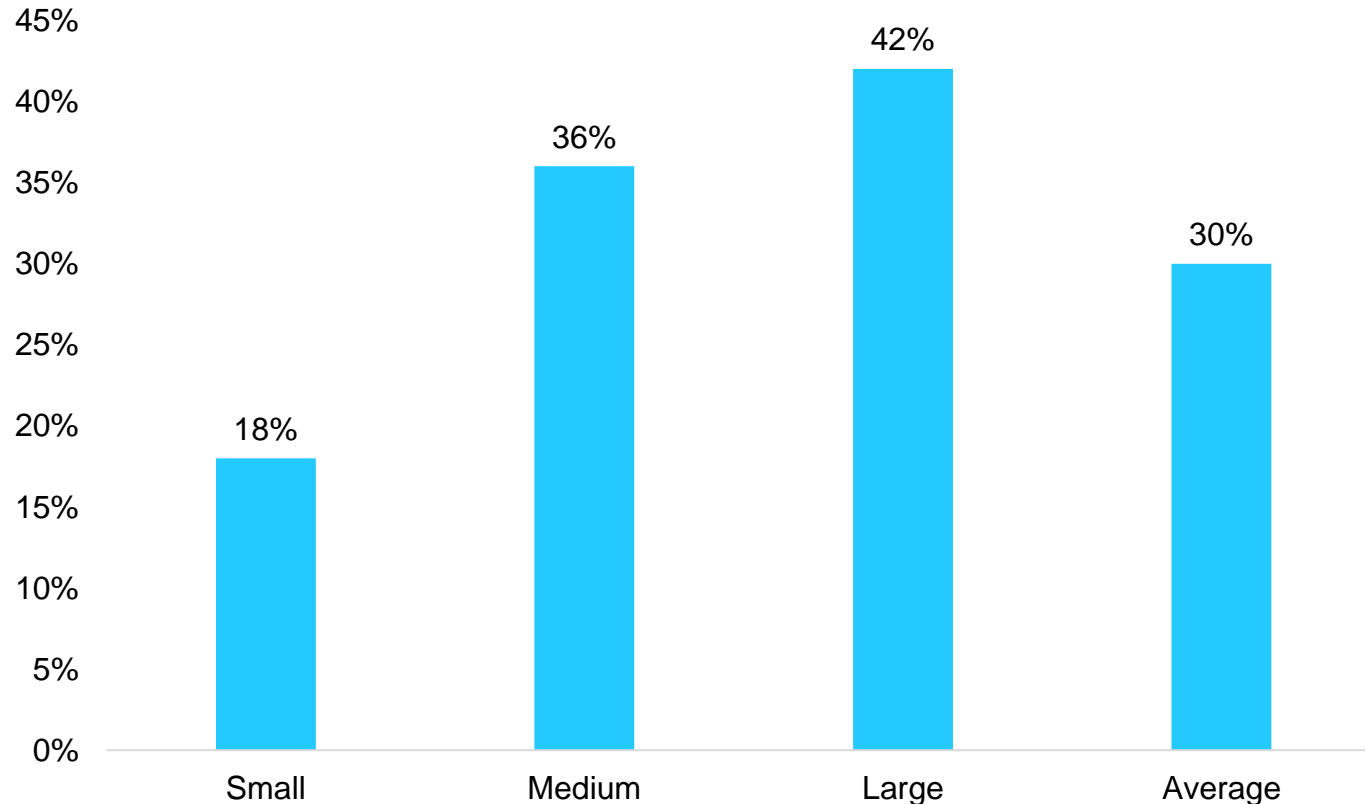
To Keep your Agents on Board!!



How's your attrition?



Agent attrition rate by contact center size



38%

Historical average contact center attrition

\$1.14m

Cost of annual agent attrition

ContactBabel: [Inner Circle Guide to Agent Engagement and Empowerment](#) (2021)

How Did We Get Here?

50%

Of labor force
over 55 left

Pew Research

33%

Agents are
remote

Metrigy

4.3M

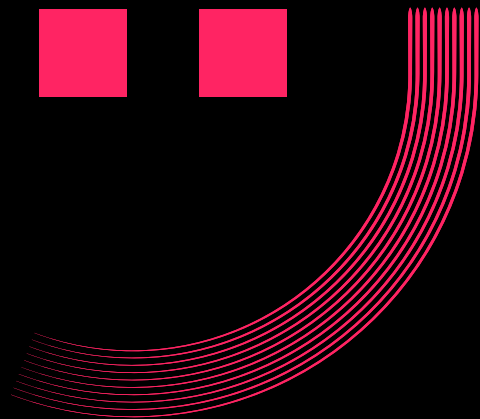
Quit in
Jan 2022

JOLT report

POLL QUESTION

What are your agent's biggest challenges or grievances?

- Flexibility in when or where they work
- The type of work
- Legacy technology or complicated processes
- Lack of frequent/consistent objective coaching/feedback
- Lack of appreciation/poor team dynamics
- I don't know



What factors most contribute to job satisfaction?

Benefits

51%

Career development

35%

Ability to work from home

42%

Relationships with the team

34%

Flexibility in schedule

40%

Relationship with manager or supervisors

33%

Compensation

36%

Performance recognition

26%

Type of work

35%

Amount of volume of work


25%

Agents want the same
thing as Customers...



... Frictionless
empowered experiences





To retain your
agents...

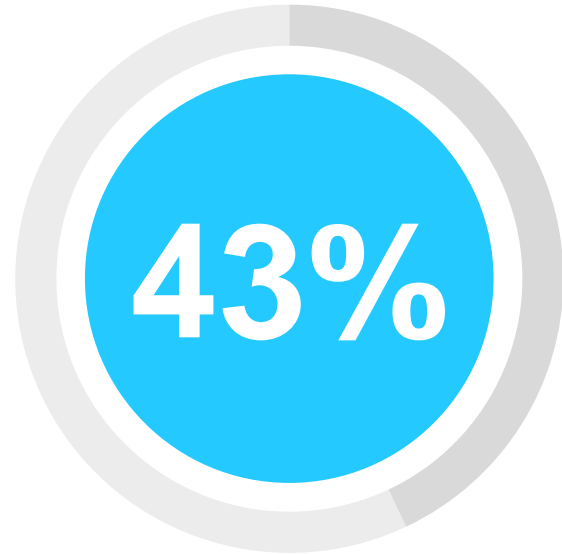
1. Onboarding and Training time
2. Evaluation frequency
3. Behavioral skill gaps
4. Schedule Adherence / Attendance
5. Agent Satisfaction
6. Attrition rates
7. First contact resolution
8. CSAT + Customer Effort + NPS
9. Transfers
10. Productivity



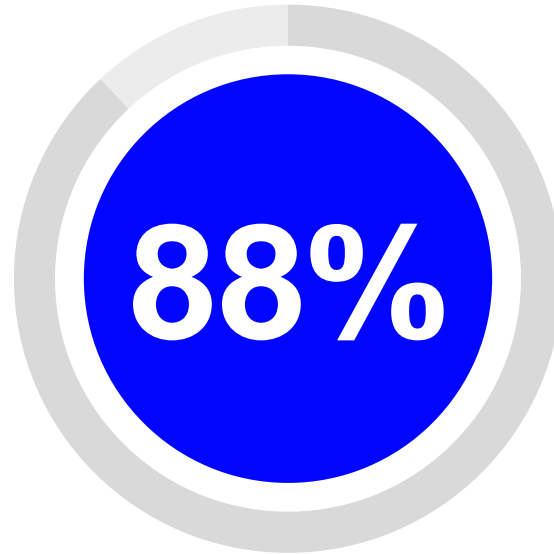
Are your
agents happy?

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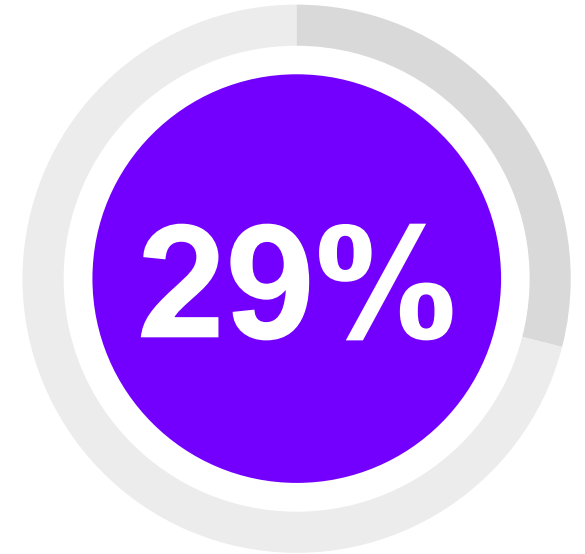
First impressions aren't just for customers



Of overall staff turnover occurs within first 90 days*



Of employees surveyed do not think onboarding experience is positive**



Only 29% of new hires feel fully prepared and supported to excel in role after onboarding***

*Work Institute: [2019 Retention Report: Trends, Reasons and a Call to Action](#) (2019)

**Gallup: [Why the Onboarding Experience is Key for Retention](#) (2018)

***Gallup: [8 Practical Tips for Leaders for a Better Onboarding Process](#) (2021)

How to do Onboarding right



Use Data

Use data to optimize.

Solicit Feedback

Solicit agent feedback on onboarding and experience and close the loop.

Be Consistent

Proficient trainers and consistent documentation ensure optimal preparedness.

Reinforce Skills

Reinforce skills and reassure preparedness by giving them any answer they need long after onboarding ends.

Expedite

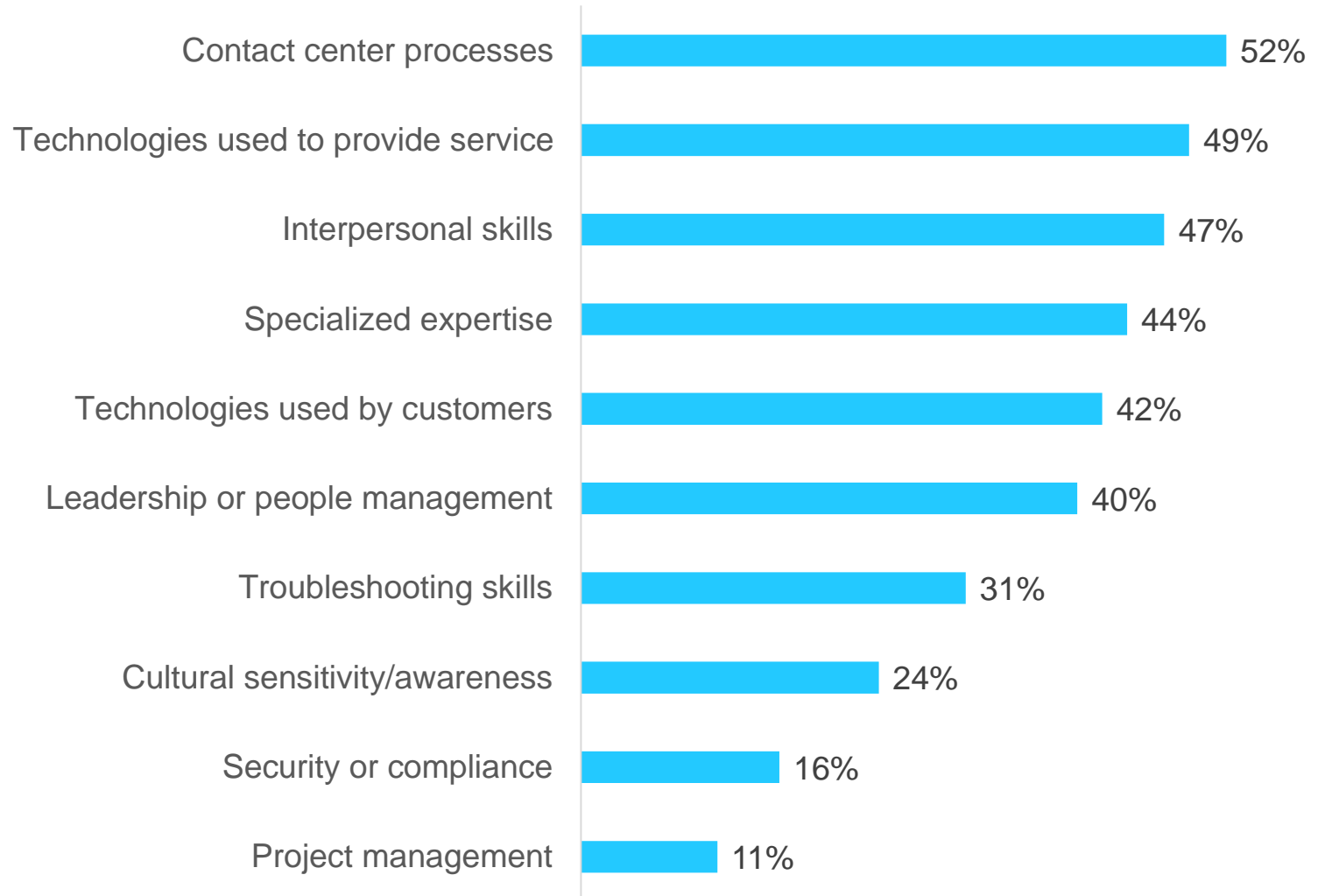
The quicker an employee contributes, the more valuable they feel.

Don't drop the ball after Onboarding



Of contact centers provide less than 4 hours monthly on training*

Where do agents receive ongoing training after onboarding?



Support and reassure newly trained agents and reinforce skills

Automate Frequent and Objective Feedback

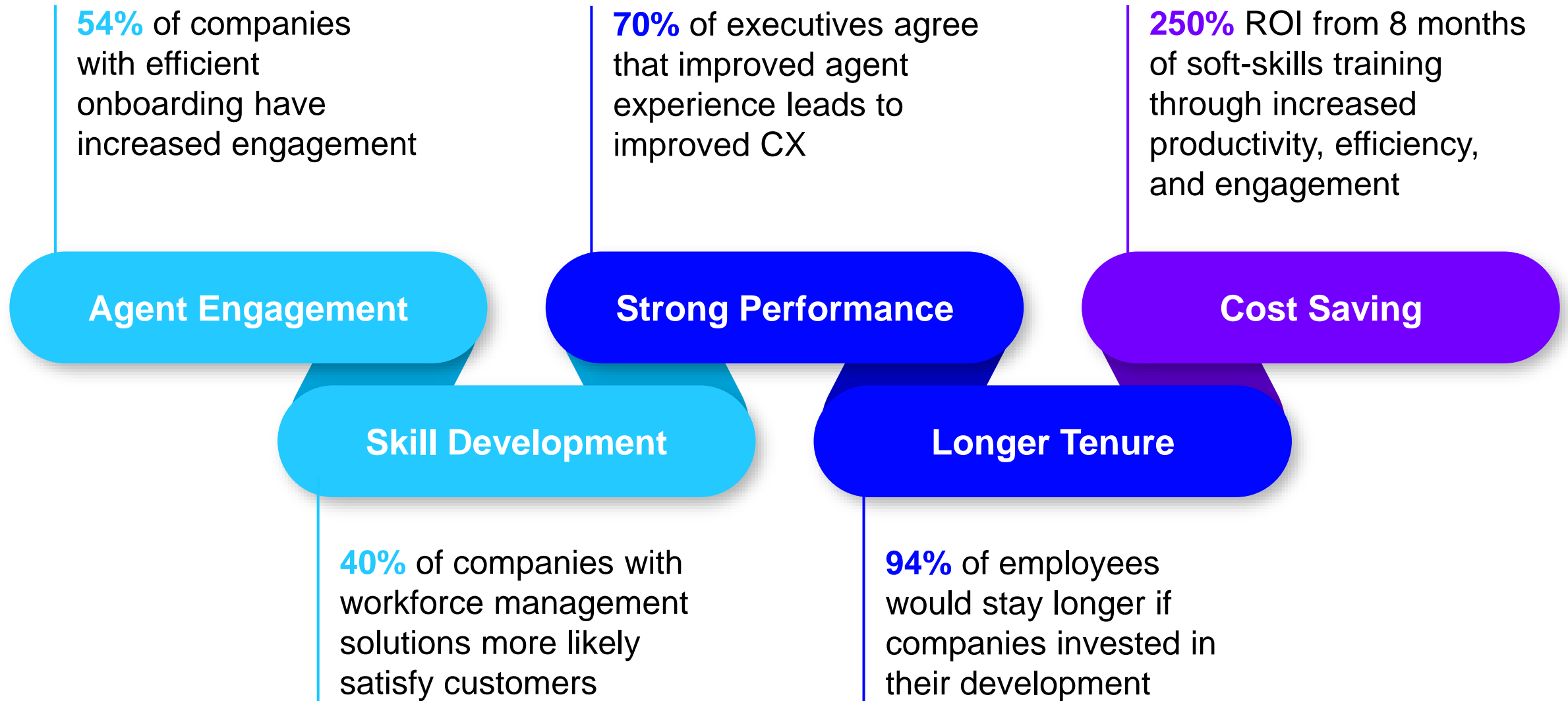
- Audio and screen recording
- Evaluation
- Real-time coaching
- Reporting

Make consistent answers easy to find

- Knowledge management
- Built-in collaboration
- Customer context



Good onboarding and training have a domino effect





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High absenteeism indicates stress or dissatisfaction



*Of contact center agents feel acute stress at least weekly (if not multiple times per week)

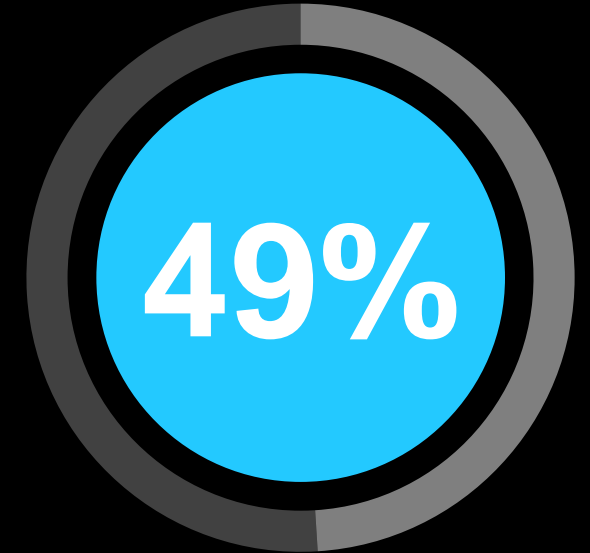
Treat the underlying issues causing absenteeism

- Clarify goals and expectations
- Regular breaks
- (Virtual-friendly) social interaction
- Flexible working model
- Control over scheduling
- Gamify attendance
- Provide the right technology

Just like customers, your agents want tools to effectively solve problems

Top agent challenges**

- 1 Inadequate hard to use systems
- 2 Customer emotions and behaviors
- 3 Inability to find the answer
- 4 Lack of customer information or context
- 5 Lack of empowerment / Autonomy



Are likely to leave if they're unhappy or frustrated with workplace technology*



Do your agents have a sense of purpose?

Indicators agents want to leave:

- Increased absence/adherence
- Decreased productivity
- Higher turnover rate
- Lower customer satisfaction

Engaged and satisfied agents are...



8.5X

more likely to
stay than leave
within a year



4X

more likely to stay
than dissatisfied
colleagues



16X

more likely to
refer friends to
their company



3X

more likely to feel
extremely empowered
to resolve customer
issues

Agents are Best Prepared

IN A FLEXIBLE WORK ENVIRONMENT



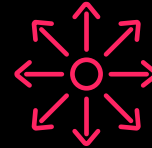
Manage My Time

- Schedule preferences
- Initiate schedule changes
- Part time
- On demand
- Automatic approvals



Work From Anywhere

- Work from home
- Office
- Hybrid



Ability to Grow

- On-demand learning modules
- Personalized content
- Self assessment
- Preferred learning methods



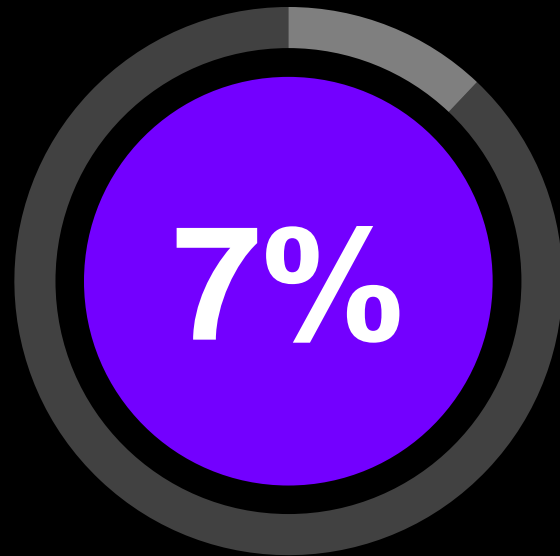
Be Prepared

- Real-time guidance
 - Quick access to information
 - Intuitive communication
 - Insights
 - Unified experience
-



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Use a single agent desktop*

The right tools enable seamless experiences for agents, too

The impact of empowered agent experiences:

- Agent satisfaction 
- Agent productivity 
- First contact resolution 
- Onboarding time 
- Cost per call/interaction 

Efficiency Outputs

- Average handle time/ Call duration
- Cost per call
- Speed to answer
- Idle time



But are your metrics giving you the answers you need?

- Average handle time/ Call duration
- Cost per call
- Speed to answer
- Idle time

Measure what empowers agents to effectively support customers:

- First-contact resolution
- Customer satisfaction
- Behavioral skill gaps



Satisfied agents are more productive and less likely to leave

+80%

HIRE_RIGHT[®]

Improved agent satisfaction by 15%, agent engagement by 80% and reduced attrition by 6% using CXone

+55%

truppanion[™]

Increased agent retention by 55% using CXone which improved system stability and through using Workforce Management for real-time visibility into performance

+15%

Vera Bradley

Increased agent engagement by 15%, reduced attrition by 10% and boosted productivity by more than 10% using CXone to support work-from-home agents

ROI of engaged agents

10%

YoY **increase in customer retention** from agent engagement and empowerment programs*

63%

Of those surveyed said **revenue increased** as employee experience improved**

2X

Customer satisfaction as reflected by NPS***



*Aberdeen: [Agent Engagement and Empowerment](#) (2022)

**ICMI: Agent Experience Survey (2022)

***MIT: [Building Business Value with Employee Experience](#) (2018)

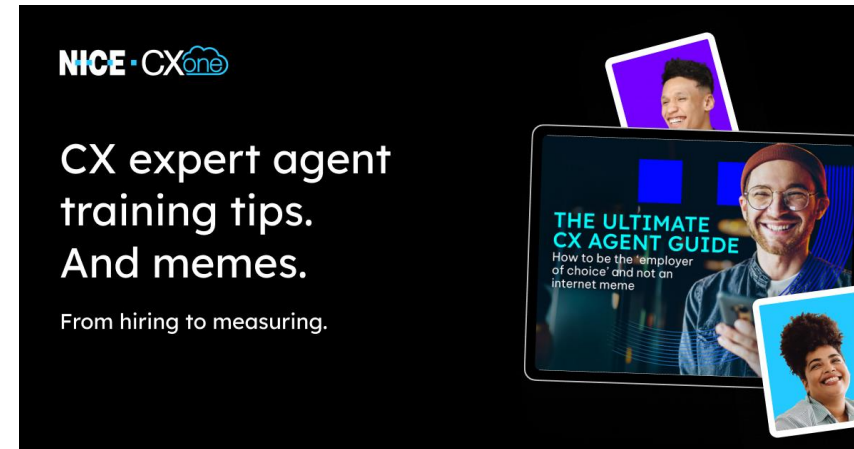
Retain your most valuable resource with help from these:



Guide to Agent Engagement and Empowerment

ContactBabel Inner Circle Guide gives detailed and definitive view of solutions and how to address common issues.

[Access new research](#)



The Ultimate CX Agent Guide

The Ultimate CX Agent Guide is chock-full of insight and expert advice—paired with memes that make you snicker while you read.

[Claim your guide](#)

Employers of choice treat agents like customers

Remove Friction

Just like customers, your employees want tools to effectively solve problems.

Win Onboarding & Training

First Impressions aren't just for customers, streamline onboarding to build rapport with agents.

Foster their sense of purpose

Silence the static and give agents a purpose beyond closing tickets.

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interactions *live*

May 24-25, 2022

Interactions 2022 is more than just a conference; it is where the next generation of CX is being defined and where you can enjoy 2 days of learning and networking with the largest community of global CX experts.

Join us for an immersive experience and don't miss the opportunity to enjoy a one-of-a-kind virtual reality experience.

Sign up today and reserve your spot.

Register now



Thank You

