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Getting Ahead of Evolving Customer & Agent Pains

Why Your Business Should Care About Attrition, Hiring & Burnout

September 29, 2022

1 Contact Center Market Overview

2 Struggle to Hire

3 Agent Attrition

4 Increased Workload

5 What Should You Do Next?

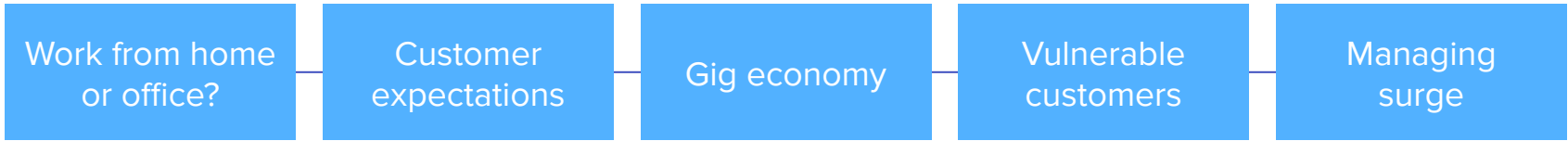**Rachel Lane**
Principal Head of Global
Contact Center Strategy

Michelle Brigman
Senior Solution Consultant

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Contact Center Market Overview

Managing contact centers post pandemic

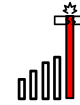| Work from home or office?	Customer expectations	Gig economy	Vulnerable customers	Managing surge

50%
Want to stay remote, **with 50-70% decrease in FTEs**

30-60%
Attrition, with the **cost to replace agents $42-63K**

300-800%
Call volume increase with a **68% increase in escalations**

The Trifecta of Pain

Struggle to Hire	Agent attrition	Increased Workload

The Trifecta of Pain

Struggle to Hire

81%

Say they either don't want to return to a traditional workplace or would prefer a hybrid schedule

Frontline Attrition

34%

of frontline service reps are engaged

Increasing and complex workload

> 10% - 30%

uplift in inbound customer engagement

Struggle to Hire

Why is there a struggle to hire?

Flexible Working Preference

50%

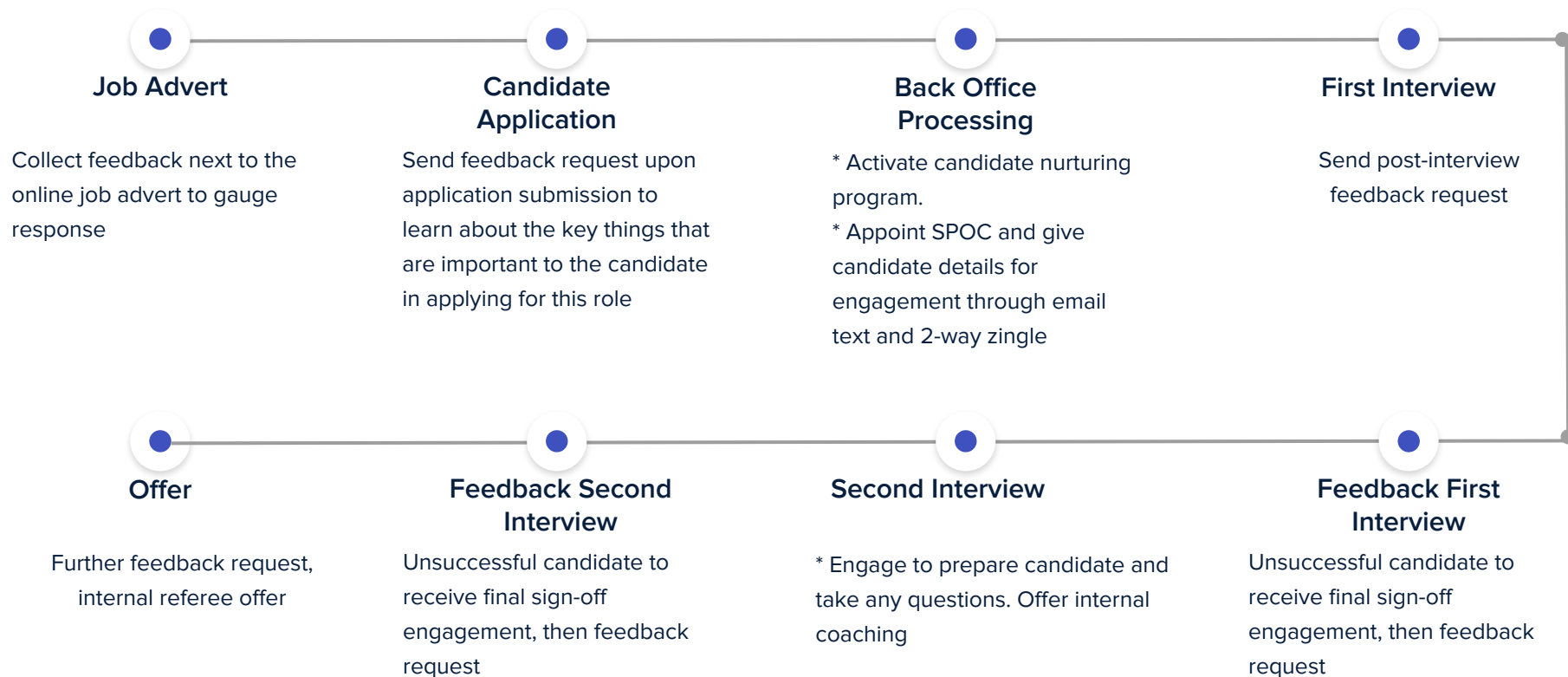agents are happy to work hybrid or remote

Competitive Package

80%

Retention rate

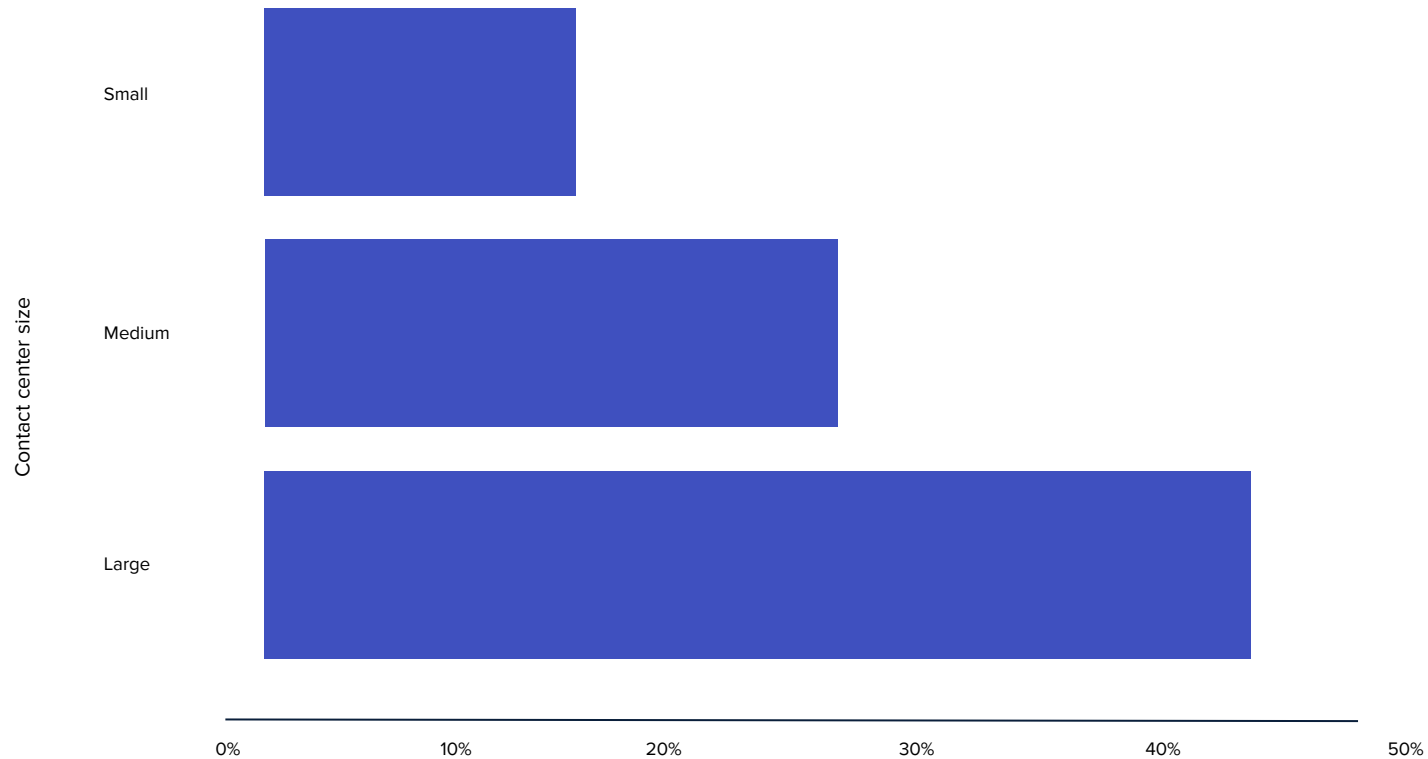**Employee work/life balance**

57%

LTR (eNPS)

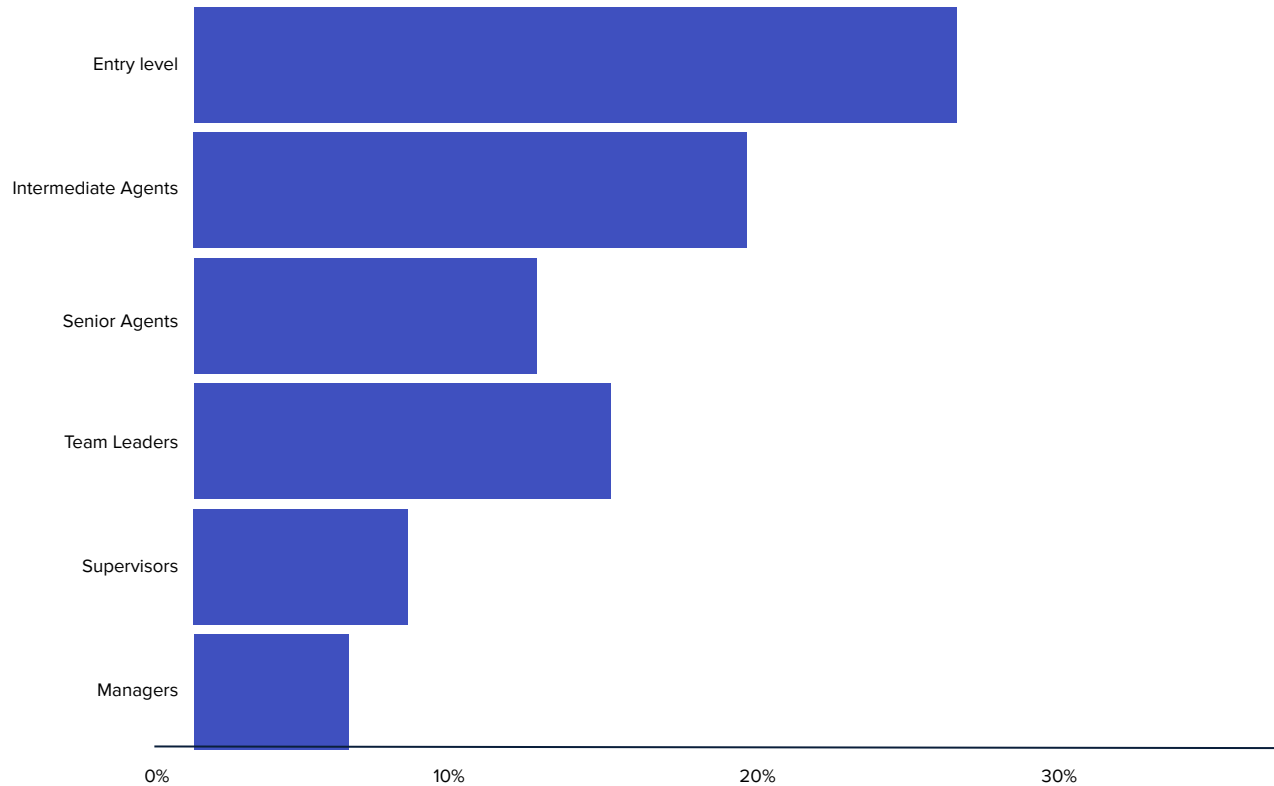# Implement Active Talent Management

Plot the engagement lifecycle

Job Advert

Collect feedback next to the online job advert to gauge response

Candidate Application

Send feedback request upon application submission to learn about the key things that are important to the candidate in applying for this role

Back Office Processing

* Activate candidate nurturing program.
* Appoint SPOC and give candidate details for engagement through email text and 2-way zingle

First Interview

Send post-interview feedback request

Offer

Further feedback request, internal referee offer

Feedback Second Interview

Unsuccessful candidate to receive final sign-off engagement, then feedback request

Second Interview

* Engage to prepare candidate and take any questions. Offer internal coaching

Feedback First Interview

Unsuccessful candidate to receive final sign-off engagement, then feedback request
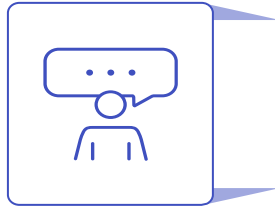
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Frontline Attrition

Contact Center Attrition Rates

Source dailypay

Frontline Attrition

The cause of agent turnover

Agents are leaving due to a lack of flexible work arrangements
strong correlation between contact center attrition and inflexible working arrangements

Companies aren't providing long-term training, motivation, and support
at the eight-month mark, we often see a plateau in performance, and that's where the seeds of attrition can begin
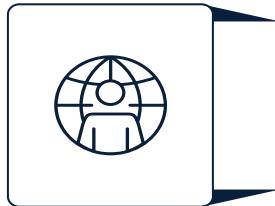
Frontline Burnout
Tight productivity management

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Increased and Complex Workload

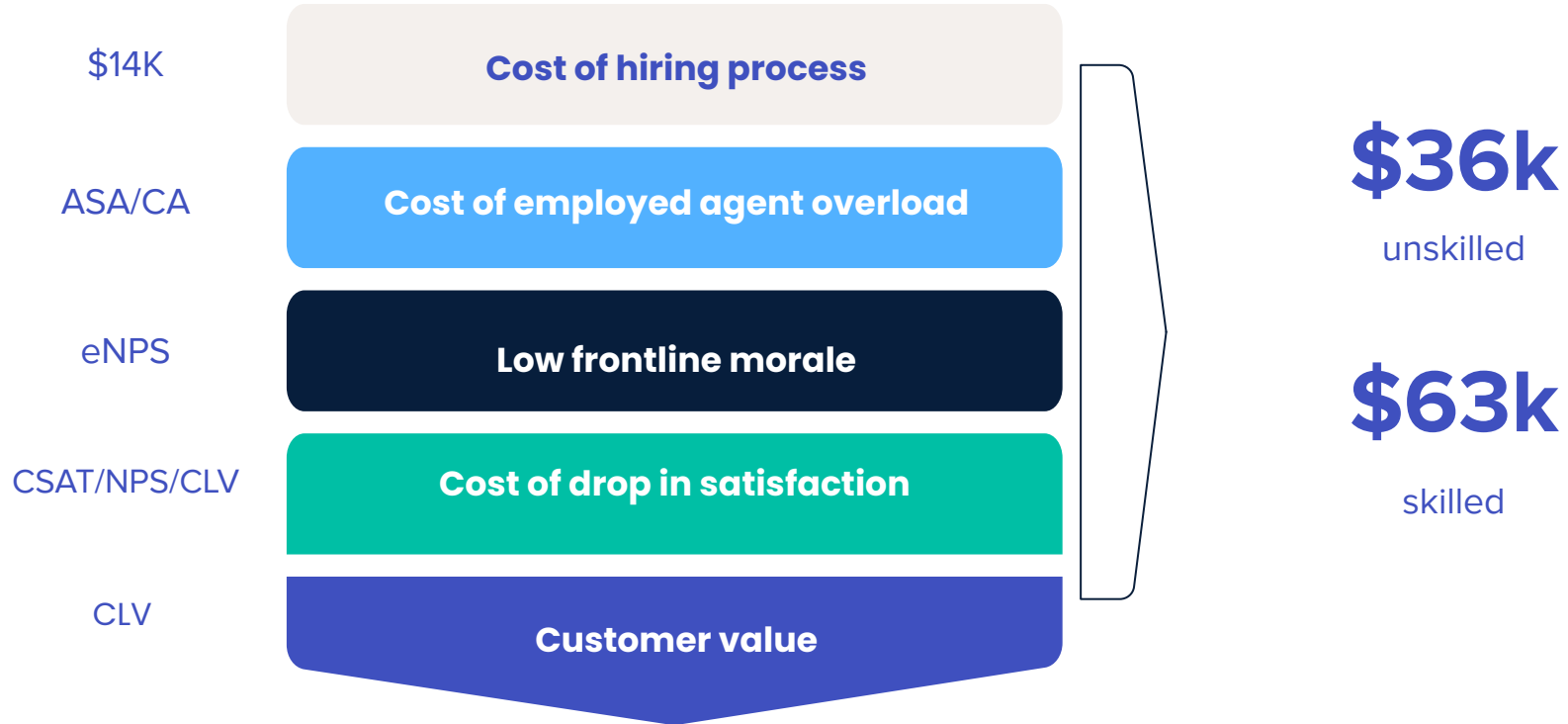# What does increased workload look like today?

Increased inbound contact

>10%

Complex enquiries

28s

ASA

Attrition reduced frontline

>30%

Frontline shortfall

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The real cost to replace an agent?

$14K — **Cost of hiring process**

ASA/CA — **Cost of employed agent overload**

eNPS — **Low frontline morale**

CSAT/NPS/CLV — **Cost of drop in satisfaction**

CLV — **Customer value**

$36k
unskilled

$63k
skilled

What Should You Do Next?

Frontline Attrition Toolkit

Feedback Surveys

Text Analytics

Speech Analytics

Employee Experience

Quality Management

Ideas Crowdsourcing

Thank you

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Overview

We have now entered a post-pandemic era which has resulted in contact centers radically transforming how they service customers. This shift has also caused contact centers to face a new set of pain points from both customers and agents.

Many contact centers are feeling these pains. The question is…how do you drive organizational change to solve them?

1. In a tight labor market, it's difficult for contact centers to attract candidates. What can talent acquisition teams can do to improve the candidate experience and solve the struggle to hire?
2. Agent attrition has increased at an astonishing rate. What is causing the higher turnover, and what can employers do about attrition?
3. With leaner teams, agents' workload has increased. Burnout and inefficiencies are creating ripple effects across entire orgs. How can Contact Center leaders make it easier on their teams, and simultaneously do more with less?

In this webinar, we'll cover how these trends are impacting your business and how you can solve for them.

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Thank you

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