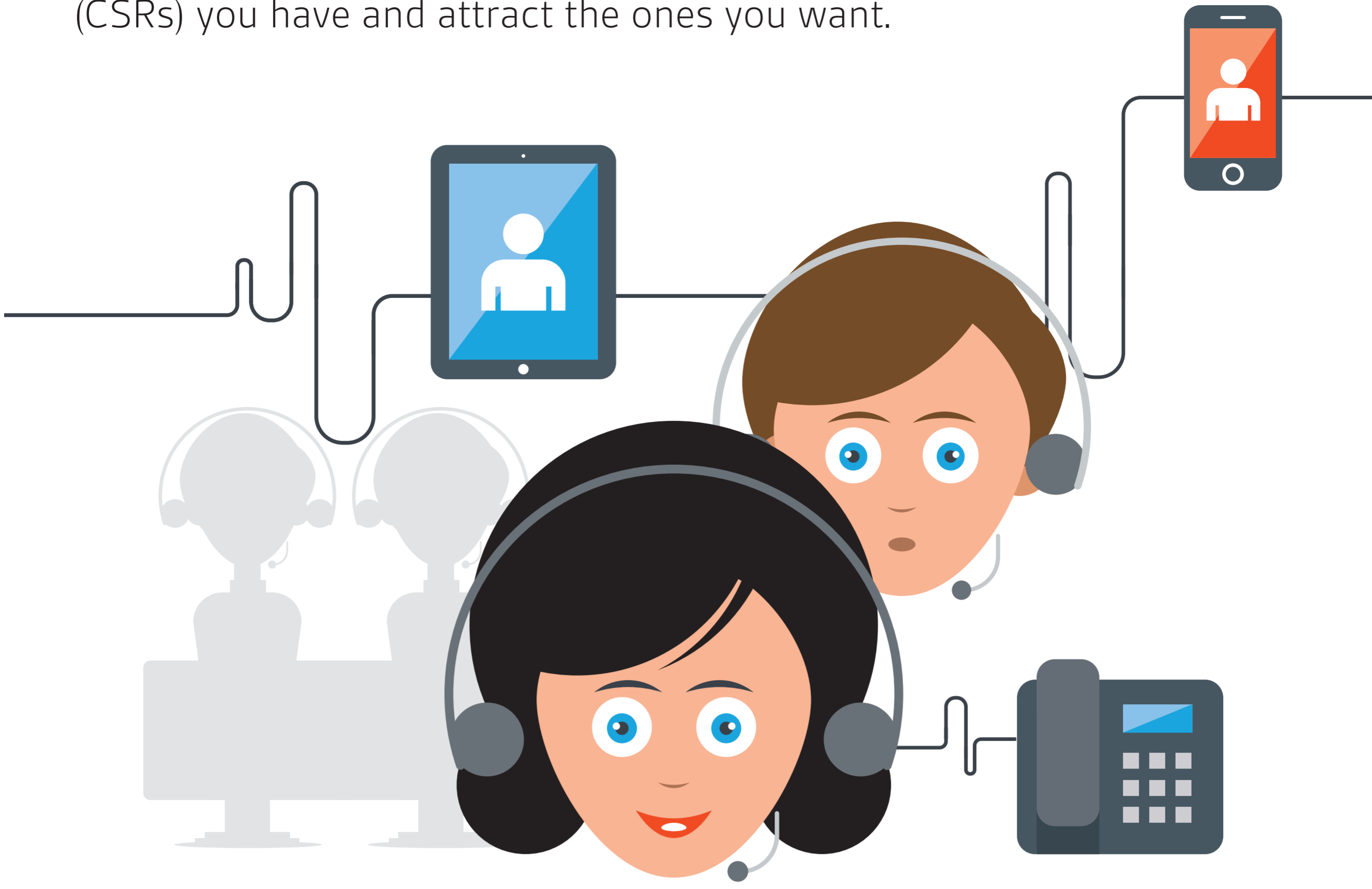


The Happiness Factor

Why you need to invest in the customer service representatives (CSRs) you have and attract the ones you want.



Customer expectations

49%

of consumers say they only phone when they have complex problems.¹

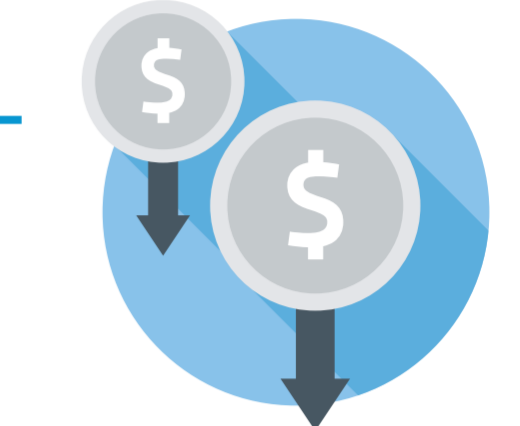


70%

of consumers believe they know more about a company's service or product than the CSR.²



Business expectations



\$2.8B

Customer service centers have become high-cost, high-value investments: "A 1,000-seat call center loses an average of \$2.8 million per year on turnover costs."³



62%

of surveyed organizations view customer experience provided through contact centers as a competitive differentiator.⁴

Customer Service Center

This makes CSRs feel:



Stressed

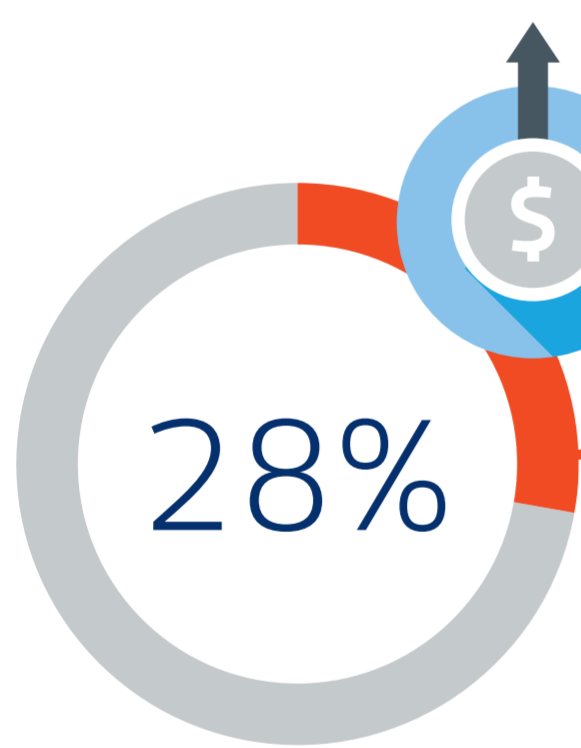
Excessive pressure or stress cited as second-highest reason for staff attrition.⁵



Disenchanted

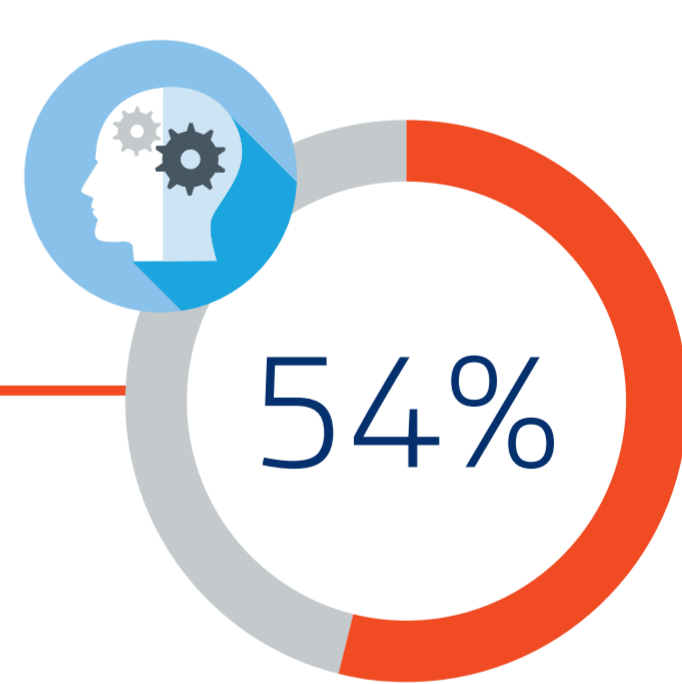
40% of surveyed contact centers with more than 500 employees see 40% turnover.⁶

So how do you attract and retain the right CSRs?

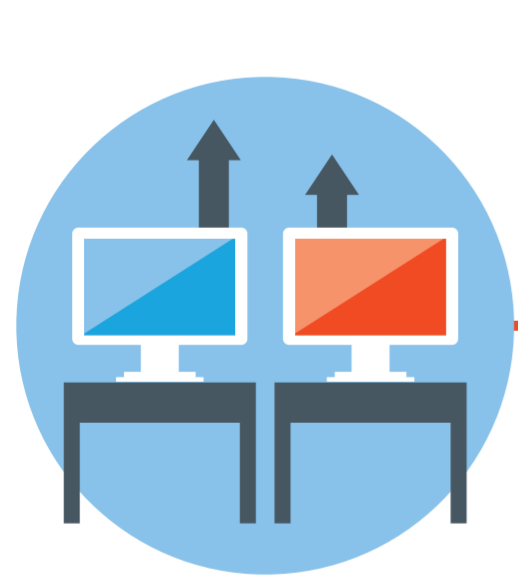


Empower them as a part of your sales team: 28% of contact centers cited increasing revenue as their top priority.⁷

Invest in your people

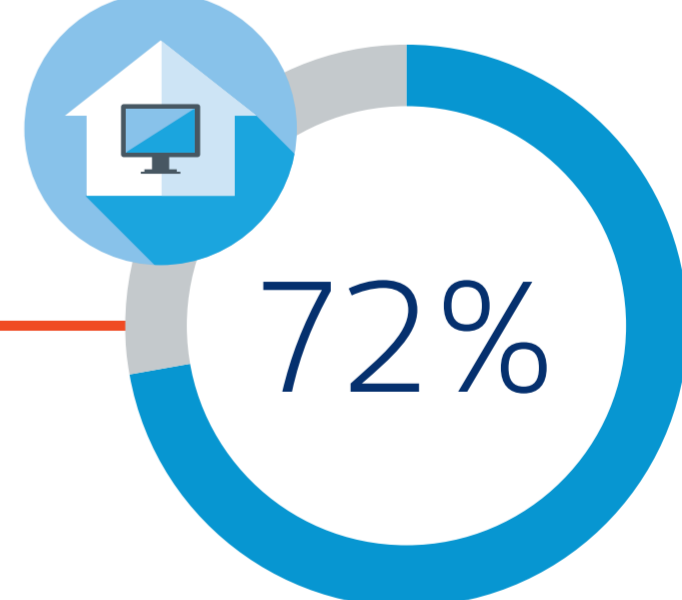


Train them to completely resolve customer problems: 54% of industry experts predict that the primary role of the CSR in 2020 will be to solve complex problems.⁸



Develop different spaces for different types of work: communication, collaboration, concentration, contemplation.

Enhance your work spaces



Offer home working options: 72% of businesses cited reduced agent attrition as main driver for considering home working.⁹



Use premium headsets that minimize background noise and are designed for speech, not music: Having to repeat information was U.S. customers' third most common complaint in 2013.¹⁰

Improve your processes



Automate processes so CSRs and supervisors can spot potential issues in real time.

85%

of contact centers believe happy agents make happy customers. Plantronics has the technologies to delight both your CSRs and your customers.¹¹

Check out Plantronics solutions for attracting and retaining staff.

SOURCES:

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