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20 Powerful Ways to Simplify the Agent Experience

Customer needs, on their own, are complicated...

89%
of customers say that companies need to work harder to provide a good customer experience

OVER 2/3
expect the agent to know **"who they are"** when they contact a company

73%
of contact center leaders cite a noticeable increase in the complexity of their customer-agent interactions

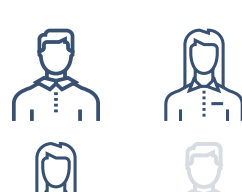## Why then do companies choose to further complicate customer service?

71%
of contact center leaders said that system tools and ineciencies are the top contributor to an agent's workday stress

1 in 5
companies don't even measure CSAT!

3 out of 4 customers
said that their most recent customer service interaction took more time than they desired

It seems pretty silly when you take the time to really think about it!

50%
of customers would post something negative on social media after a bad experience

86%
of customers are very likely to switch companies after one bad service experience

**BUT...
70%**
of customers are willing to pay more for a product or service if the company has a good customer service reputation

If a company wants to thrive, customer service ~~shouldn't~~ can't be complicated.

ONLY 42%
of contact centers consistently achieve high customer satisfaction ratings

92%
of contact center leaders want their agent's tools to be more effective

OVER 85%
of contact center leaders believe that it's very important for agents to have real-time information about a customer when speaking with him/her about an issue

But, a simplified customer experience requires a simplified agent experience

1-3
of contact centers don't empower their agents with real-time metrics

99%
of contact center leaders believe that high agent engagement equals improved agent performance

100%
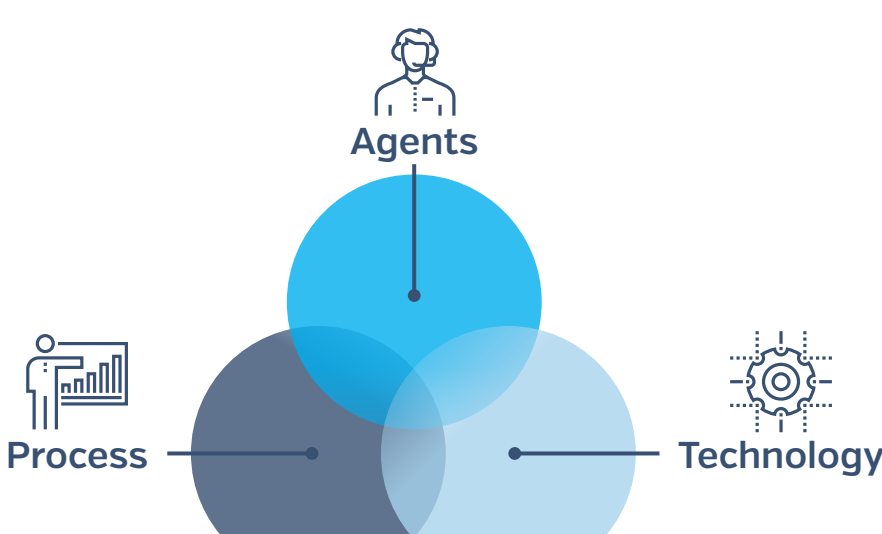of contact center leaders believe that agent morale satisfaction directly affects the customer experience

6%
of an average call to a contact center is spent on just bringing up a customer's information[1]

10-15%
of an agent's time is spent on post-call wrap-up[2]

And a focus on productivity for three core areas of the contact center

Agents

Process

Technology

1. Agents thrive when they're provided with:
Integrated Systems
Realistic Performance Measures
Real-time Information

2. Processes are effcient when they consider their impact on:
The company - Does it *actually* maximize resources?
The customer - Will it minimize effort and respect their time?
The agent - Is it clear to understand and easy to execute?

3. Technology is effective when it enables:
Intuitive Service Delivery
Clear Visibility to KPIs
Integrated Experiences

So, is a complicated agent experience ruining your customer experience?

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Continue your path to a simplified agent experience by connecting with Upland InGenius

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