Five9™

The Intelligent Cloud Contact Center

4 Ways to Empower Agents to Deliver Great Customer Experiences

Customer experience drives the success of your organization. Awesome systems for onboarding customers and supporting them can certainly establish an initial relationship, but what happens when something goes wrong or the systems in place get in the way of helping the customer?

An empowered agent workforce that delivers amazing customer experiences makes the difference when customer loyalty is on the line.

There is a strong link between customer experience, customer loyalty, and business profitability. That's why organizations in every industry strive to deliver experiences that customers love.

Where is your organization today and how can you lead the digital transformation of customer experience in a way that truly empowers contact center agents to deliver the kind of service that will grow revenue and increase word of mouth about your brand?

In this paper, we'll explore four ways to help you achieve this goal.

80% of customers say the experience a company provides is as important as its products and services[1]

62% of customers say they share bad experiences with others[2]

72% of customers say they share good experiences with others[3]

Your agents ARE your customer experience

Despite self-service options (IVR, online knowledge bases, community forums) 52 percent[4] of males and 46% of females of Millennials through Retirees still prefer to use the phone to contact customer service. They want to talk to a live person who can provide a personalized, efficient, pleasant experience that resolves their issue with the least amount of disruption to their lives.

For customers, the agent helping them often creates or breaks their customer experience. In fact, 68 percent[5] of customers report that a pleasant representative was key to their recent positive service experience, and 62 percent said that a representative's knowledge or resourcefulness was key.

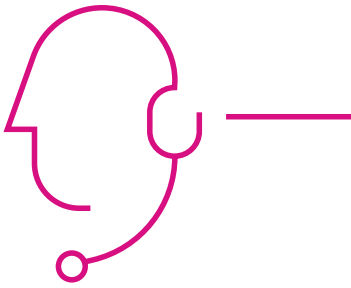
The agent has incredible influence in shaping customer experience and thus, loyalty; and their impact has major effects both positive and negative.

Negative experiences:

- 84% of consumers are frustrated when an agent does not have information[6]
- 67% of consumers site bad experiences as reason for churn[7]
- Only 1 out of 26 unhappy customers complain – the rest simply leave[8]

Positive experiences:

- 55% of consumers are willing to pay more for a guaranteed good experience[9]
- 72% will share a positive experience with six or more people[10]
- Massive revenue increase. The Temkin report[11] estimates that a 1B dollar company who makes modest improvements to customer experience can expect a $775M increase in revenue over three years



Being an agent is challenging; technology shouldn't make it harder.

In the United States, nearly 2.8M customer service representatives earn an average of $35K[12] per year. Customer service centers are renown for high turnover rates at 27 percent compared with 15 percent for jobs in all industries.[13] The nature of customer service work is emotionally and psychologically stressful. Being an agent can easily be boring or overwhelming.

Outdated or inefficient technology can compound the already challenging nature of dealing with customers who are often irritated, annoyed, or downright angry by the time they speak to an agent. The proliferation of new channels such as email, chat, and social over the past few years only exacerbates the problem.

The systems that contact center agents are expected to use and learn often:

- Lack CRM integration
- Aren't intuitive or only address a piece of the puzzle
- Require a significant period of adjustment before they become familiar and easy to use
- Lack meaningful metrics and analytics that foster coaching and learning
- Are brittle and break after simple changes or upgrades

Additionally, expectations for agents are often unclear and, in many organizations, measurement of those objectives isn't directly possible with the information systems in place. For example, there may be a team of people listening to calls for quality and training management, but they can't listen to all of them. An agent being scored by such a system is more likely to receive punitive feedback rather than constructive advice on how to actually achieve the company's customer experience goals.

Better training will not overcome the innate frustrations that result from having to work with technology systems that feel clunky, fail to provide the level of data an agent needs to support a customer, or require multiple systems to do simple tasks. Today's agents come tech savvy. They know it can be done better.

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Agents are today's customers, too.

Agents have the same digital CX expectations of employers as your customers have of brands. They expect to be able to use the same advanced technology in their work as other brands use to serve them as customers – with the ease that they use their phones and apps in their personal lives.

Technology has the power to transform the agent's digital experience – which in turn transforms the customer experience. Agents who have positive experiences with customers find their work far more meaningful. Having the power to turn a negative experience into a positive one is deeply gratifying.

Agents who are empowered to do this are more likely to stay. Those who stay gain experience and skills that are invaluable to delivering sophisticated customer care experiences – which will be the sole purpose for agents as bots and AI increasingly take over handling repetitive, less complex matters.

Companies who pursue digital CX transformation see significant results.

Empowering agents with better technology makes sense. But, no doubt, you've seen a lot of technology come and go – each promising to improve agent productivity. Making the leap forward in digital transformation that truly revolutionizes customer and agent experience is a critical one for the future of your business.

Companies that digitally transform their customer experience see significant results; especially when agent performance analysis, real-time customer interaction analytics, and improved customer data analytics are part of an overall transformation initiative. This transformation includes automating customer-facing workflows and adding customer-facing digital channels. It also entails making customer interactions mobile-enabled, delivering custom experiences through custom apps, instituting customer rating programs and establishing a true omnichannel contact center.

On average, companies that transform their digital CX experience see the following benefits[14]:

- 49.7% increase in customer satisfaction scores
- 30% increase in digital sales
- 24% reduction in operational costs
- 27% reduction in agent turnover
- 50% more customers won vs 7% lost

The right technology creates great agent experiences that empower them to deliver great customer experiences. How can you do this?

Four ways to empower agents to deliver great customer experience.

When you're selecting and implementing new technology into the contact center workflow, the following are four components that empower agents:

1) Intuitive, easy-to-learn desktop that incorporates key customer data and enables the customer journey. Make sure it integrates with solutions from leading CRM providers. It should provide agents the right information at the right time, so they can deliver great customer service and work from a single platform. Five9 integrates seamlessly into Salesforce, Microsoft Dynamics 365, ServiceNow, Oracle, Zendesk and others to create a powerful, modern, and intuitive user interface. The integration is so seamless that agents often don't realize they're using Five9 as part of their CRM.

2) Agent-facing metrics that support customer experience goals and let the agent know how they are doing moment by moment throughout the day. When agents can see for themselves how they are doing, they can adjust their performance accordingly. The Five9 Performance Dashboard provides an easy visualization of operation metrics, KPIs, and SLAs, so everyone who has a role in customer support knows exactly where the team stands, moment by moment, 24/7. Issues that need attention become visible and coaching can be more targeted. The dashboard is 100 percent browser based with no required downloads and agents anywhere can view metrics on a wallboard as though they were sitting in a common command center.

3) Gamification to incorporate fun into what can be alternately a boring and challenging job. A solid gamification feature should include profiles and avatars that let agents express themselves; as well as coins, currency, badges and other rewards to incentivize productivity. Gamification can make work fun – agents can redeem "rewards" in exchange for goods, event tickets, gift cards, company swag or other items. Five9 Gamification makes motivating agents easier and provides a healthy level of competition. Gamification fully integrates with the Performance Dashboard, so agents can access their daily performance metrics and easily engage in games and challenges tied to performance goals.

4) Integrated Workforce Optimization Software that helps supervisors coach agents on skills to deliver amazing customer experiences and ensures that agents experience a workplace that is efficient, well managed. It helps to maximize their productivity with accurate staffing, occupancy, traffic volume forecasts, and real-time and historic actionable insights on performance and best practices. Five9 partners with leading WFO vendors including Verint, Calabrio, CSI, and Authority Software to let you select the solution that fits your organization's specific requirements.

Five9 is here to support your success.

Evolving the contact center with digital tools that truly make work easier, more efficient, more informed, and more fun is how you empower agents to deliver great customer experiences.

Empowered agents feel they are supported with all the tools, seamless processes, information, and metrics they need to be successful. When agents feel successful, they are more likely to stay and build deeper skills and experience. A great work experience translates into a great customer experience.

Five9 is here to help you empower your agents to deliver great customer experiences.

Call us today to learn how we can support your success.

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12 *US Department of Labor, Bureau of Labor Statistics, https://www.bls.gov/Oes/current/oes434051.htm*

13 *Mercer, US Contact Center & Customer Service Compensation Survey, https://www.imercer.com/ecommerce/products/us-contact-center*

14 *Nemertes Research, Empowering Contact Center Agents through Better Analytics, 2018.*

About Five9

Five9 is the leading provider of cloud contact center solutions, bringing the power of the cloud to more than 2,000 customers worldwide and facilitating more than five billion call minutes annually. Five9 helps contact centers increase productivity, boost revenue, and create customer loyalty and trust.

For more information visit **www.five9.com** or call **1-800-553-8159**.

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