

# Developing a Great Agent Experience in Your Contact Center

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*With Industry Analyst and Contact Center Expert Blair Pleasant*

***Welcome to today's webinar! We will begin shortly.***

# Welcome to Today's Webinar!

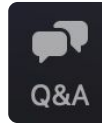


## Lior Torenberg

Head of the Conversation Excellent Lab,  
Principal Creative Solutions Manager  
@ Balto



Today's session will be about **45 minutes** with time for **Q&A**.



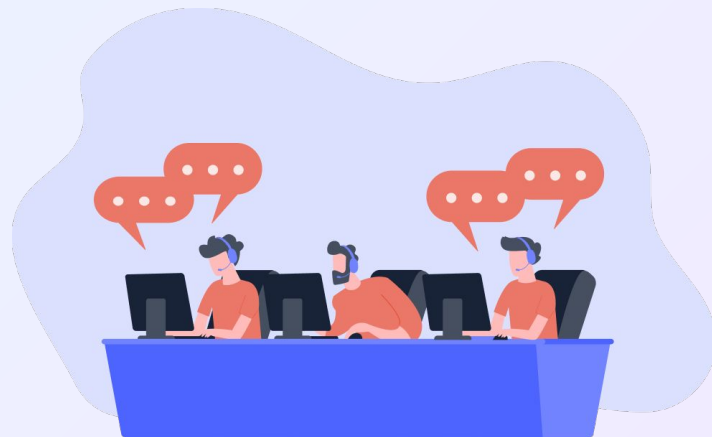
Use the **Q&A button** on your screen to submit questions.



All registrants will receive the **video recording** and **slides** following the broadcast.

# What We'll Be Talking About Today

- Why Focus on Developing the Agent Experience?
- Elements of a Great Agent Experience
  - Motivation
  - Engagement
  - Empowerment
- Strategies to Improve the Agent Experience with AI
- Q&A



# Welcome, Blair!



## **Blair Pleasant**

President and Principal Analyst, COMMfusion LLC

Co-founder of BCStrategies

COMMfusion



Balto 

**Why focus on developing  
the agent experience?**

# Fundamental Contact Center Goals



Improve Customer  
Experience



Improve Customer  
Satisfaction



Enhance Agent  
Productivity



Reduce  
Costs

# Why now for Agent Experience?

- In the past, agent experience wasn't a priority.
- **Why not?**
  - Costs, not customers
- **That was then, this is now!**
  - New focus on CX
  - CX and AX go hand in hand



# Why is the Agent Experience Important?

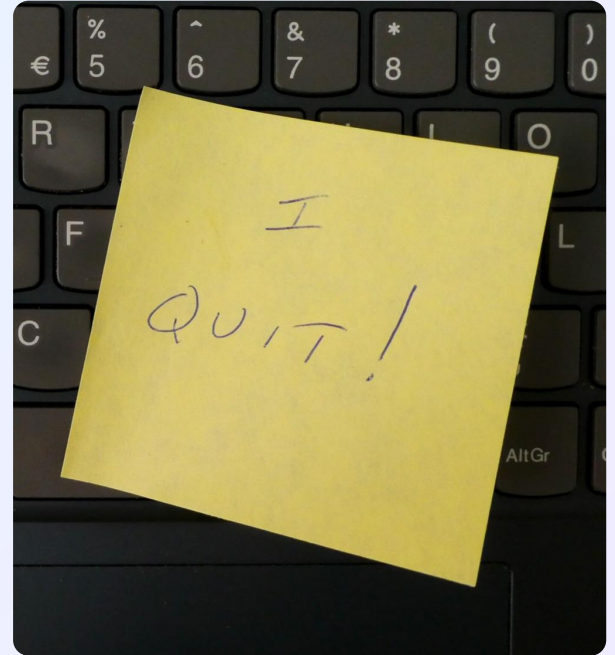
<b>For agents</b>	<ul style="list-style-type: none"><li>• Job satisfaction</li><li>• Self worth</li></ul>
<b>For customers</b>	<ul style="list-style-type: none"><li>• Improved customer service</li><li>• Better customer experience</li></ul>
<b>For contact centers</b>	<ul style="list-style-type: none"><li>• Greater efficiency</li><li>• Reduced costs</li><li>• Improved CSAT</li></ul>
<b>For companies</b>	<ul style="list-style-type: none"><li>• Lower turnover costs; reduced expenses</li><li>• Agents as brand ambassadors</li><li>• Stronger customer relationships</li><li>• Impact on the bottom line</li></ul>



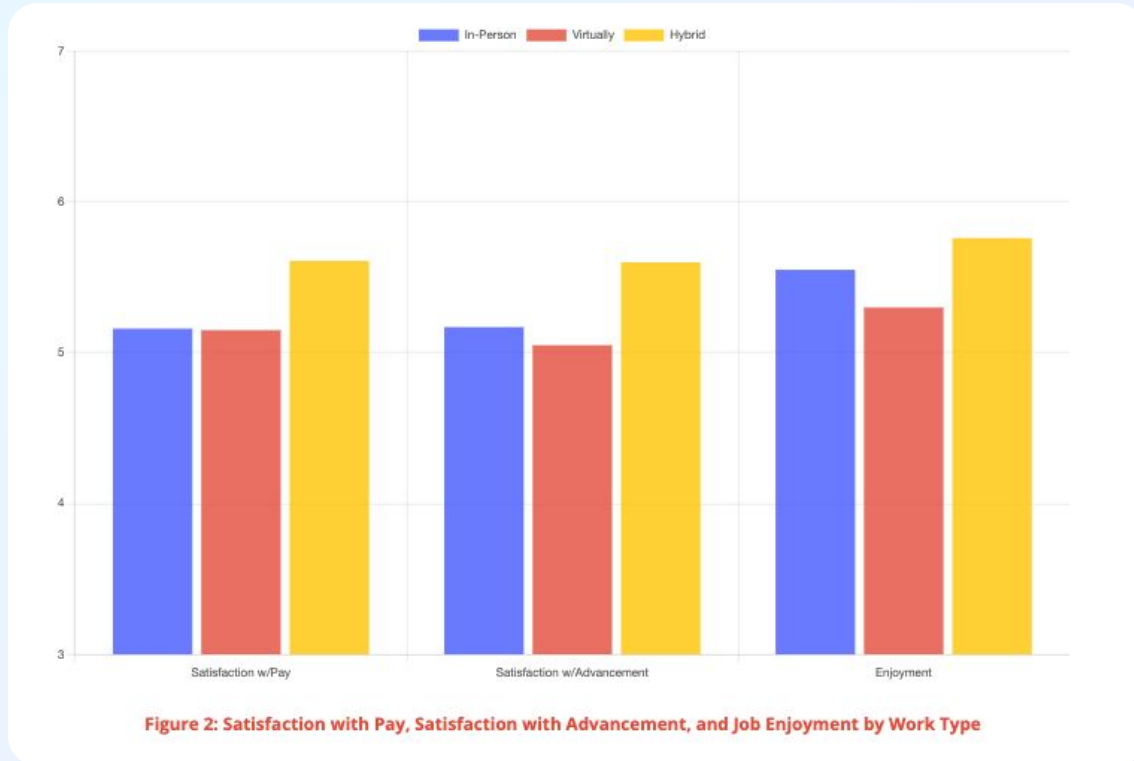


# Agent Turnover Factors

- Non-challenging or repetitive work
- Lack of recognition
- No career growth or development opportunities
- Inflexible working environment
- Employee disengagement
- Excessive pressure or stress
- Abusive calls
- Low job satisfaction



# Agent Turnover Factors



Source: *Contact Center Attrition: What Agents Want in 2022*, Conversation Excellence Lab, Balto. 2022.

# Elements of a Great Agent Experience

# Happy Agents = Happy Customers

Motivate + Engage + Empower =

**Great Agent Experience**

# What Motivates Agents?

Motivator  Agent Motivation

<b>Autonomy and empowerment</b>	Give agents control and improve agent morale by enabling personal responses – not totally scripted.
<b>Improving skills and capabilities</b>	Mastering skills such as new channels or more complex products
<b>Sense of purpose and value</b>	Helping customers and solving problems
<b>Achievement and success</b>	Increasing customer satisfaction score or learning additional skills

# How to Motivate Agents

## Learning New Skills - Coaching

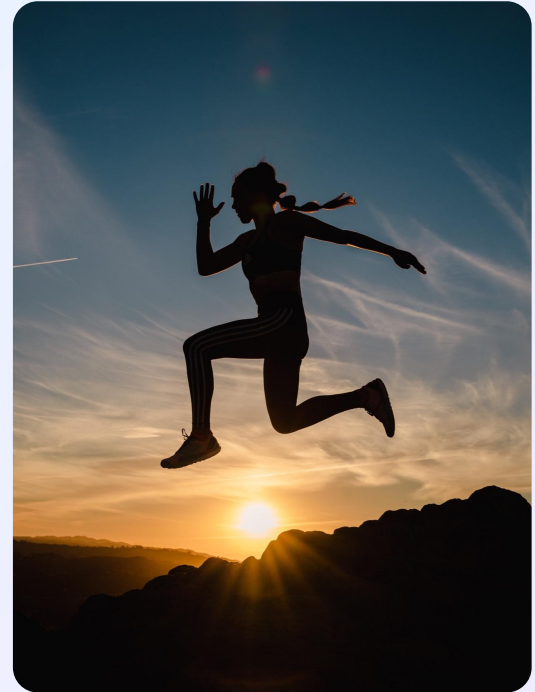
- Invest in coaching tools
- Tailor coaching for agents' needs
- Help agents to succeed

## Rewards

- Financial/Monetary – bonuses
- Material – prizes, gift cards
- Social and emotional – praise, recognition and positive feedback

## Competitive or non-competitive

- Non-competitive encourages more teamwork and mentoring



# Differences in Motivation

Cohort	Most Motivated By	Least Motivated By
18-24 year olds	Opportunities for advancement	Making friends at work
25-34 year-olds	Opportunities for advancement	Making friends at work
35-44 year-olds	Opportunities for advancement	Making friends at work
45-54 year-olds	Pay/Commission	Learning a new skill
55+ year-olds	Flexibility	Whether or not their industry is growing

Source: [\*Contact Center Attrition: What Agents Want in 2022\*](#), Conversation Excellence Lab, Balto. 2022.

# ROI of Agent Engagement

## The State of Employee Engagement

Worldwide, **only 36%** of employees are engaged.

...and **15% are actively disengaged** in their work and workplace.

Source: [\*U.S. Employee Engagement Data Hold Steady in First Half of 2021\*](#), Gallup, 2021.

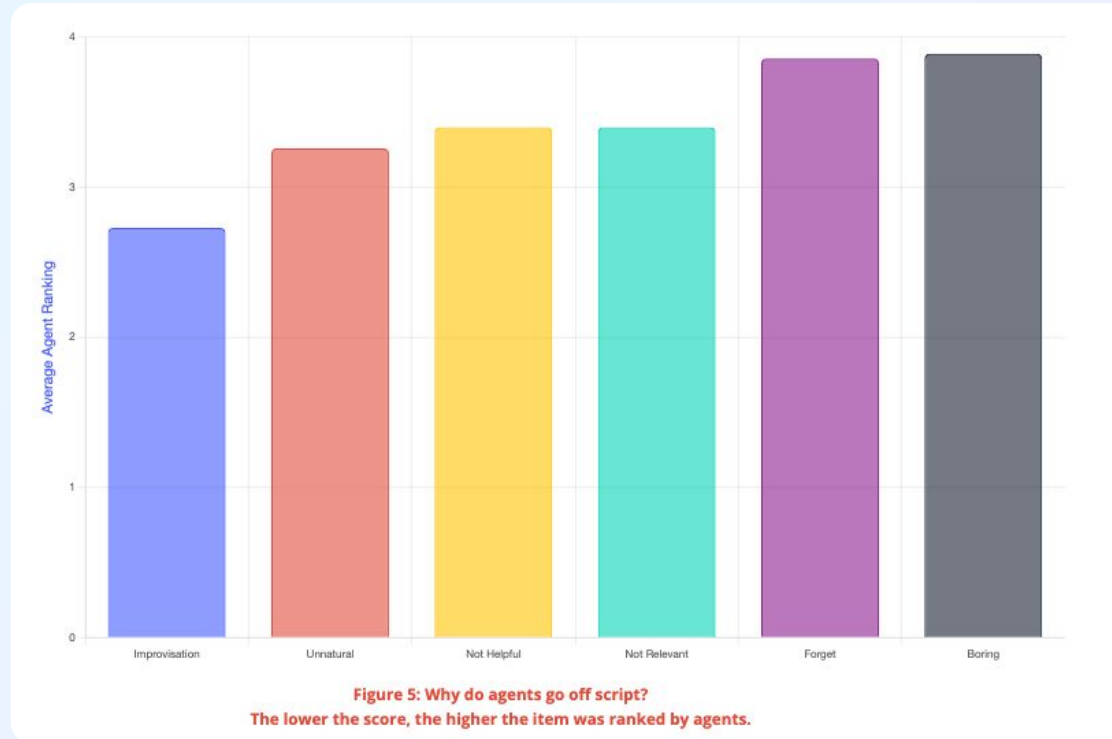
## Engaged and satisfied contact center employees are

- **8.5x** more likely to stay than leave within a year
- **4x** more likely to stay than their dissatisfied colleagues
- **16x** more likely to refer friends to their company
- **3.3x** more likely to feel extremely empowered to resolve customer issues

Source: [\*Boosting contact-center performance through employee engagement\*](#), Whitney Gretz and Raelyn Jacobson, McKinsey & Company, 2018.



# ROI of Agent Engagement



Source: *The Case For the Anti-Script: A Multifactor Analysis of Script Adherence*, Conversation Excellence Lab, Balto. 2022.

# Example of Agent Empowerment

## Why does involving agents in script-writing work to boost engagement and empowerment?

- **The more involved agents were in writing their scripts, the more they followed them.**
- **In general, 64% of agents wanted to change their script, but those who reported the highest script writing involvement wanted to change it the least.**

### Endowment Effect

We prefer things that are ours over things that are not.

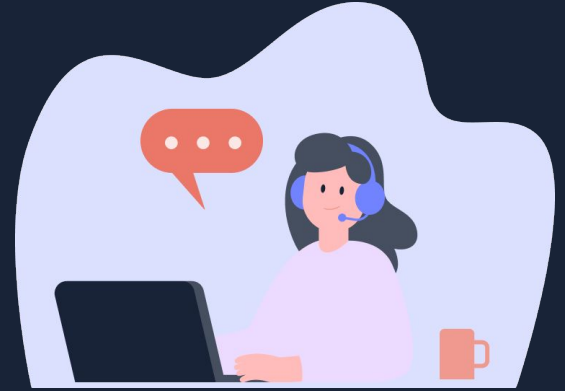
### Ikea Effect

When you help build something, you feel a closer connection to it.

### Ownership Mentality

Psychological ownership over tools and processes leads to higher performance and retention.

# Agents Deserve a Better Experience



Agents need **effective tools** and **support from management** to be happy, successful, and deliver great CX.

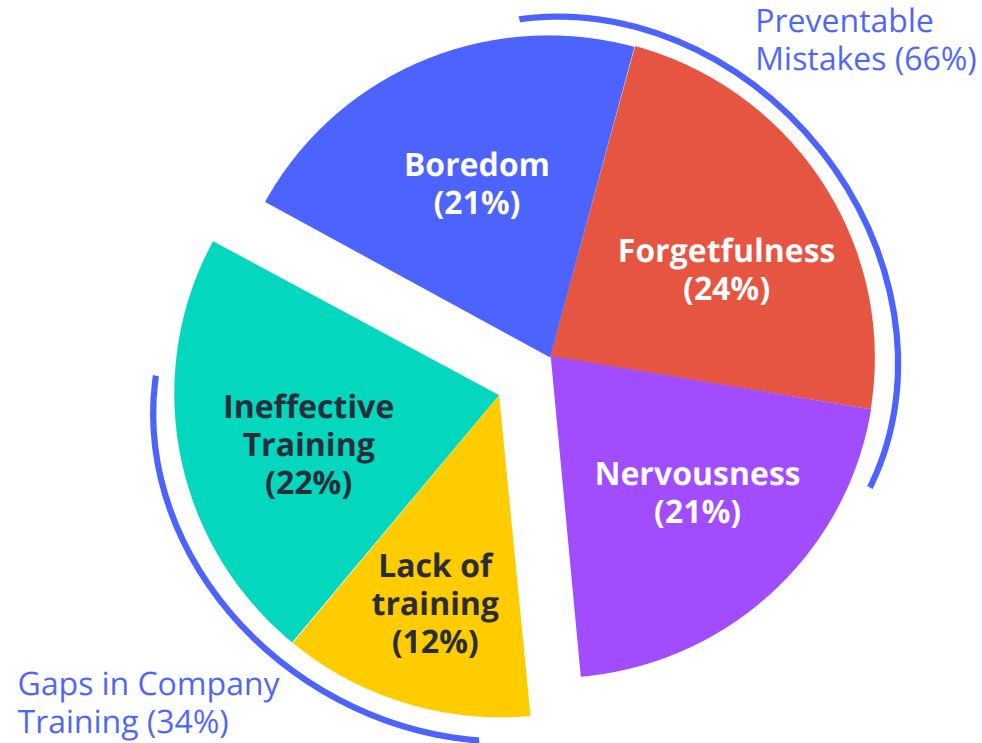
# Strategies to Improve the Agent Experience with AI

# 66% of agents

report that most of their mistakes are easily preventable.

Source: [2021 Contact Center Agent Survey Report](#), Balto. 2021.

## Why Agents Make Mistakes

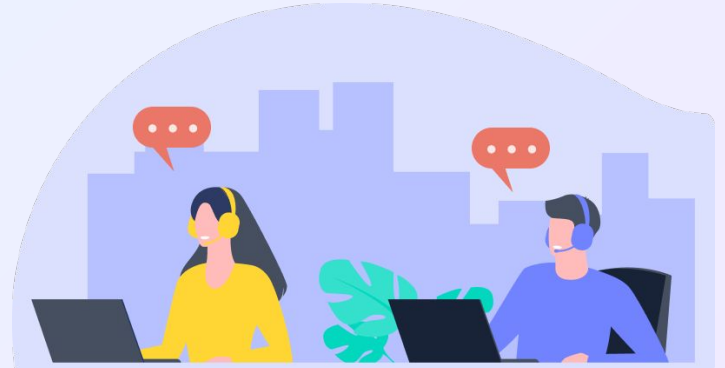


AI helps by, among other mechanisms, easing **cognitive load**.



# What does AI for contact center agents look like?

- Script Development and Collaborative Intelligence Tools
- Active Listening Prompts
- Predictive Behavioral Routing (PBR)
- Agent Assistance
- AI-Powered Guidance in Real Time
- Automatic Call Analysis



# Traditional Coaching Challenges

Balto surveyed **515** contact center managers

Here is what we learned...



**5x**

Managers **spend 5x more time** prepping than coaching



**4.2 times**

Managers report coaching agents **an average of 4.2 times** before they actually implement the new skill



**10-14 hours**

Managers commit **10-14 hours** to coaching before an agent implements a new skill



# AI-Based Coaching and Guidance

- Automatically deliver the right info at the right time
- Help agents solve customer issues more quickly and efficiently
  - Fewer mistakes
  - Higher close rate
  - Better work environment
- Enable more upsell/cross-sell opportunities



# QA to Provide Recognition

- Real-time QA powered by AI
- Feedback and automated score cards
- Insights to help agents understand how they're performing holistically
- Feeds into coaching needs
- Give agents sense of improvement, development accomplishment, job satisfaction
- Further enables gamification programs



# Gamification

- Goals, badges, points to move to the next level
- Compete against self and others
- Can show status and rank on dashboards
- Improve KPIs and encourage specific actions



**89%**

Believe their **productivity & results would improve** if their work was gamified



**88%**

Feel gamified software at work **makes them happier**



**82%**

Think gamified elements make them feel a **greater sense of meaning & purpose** at work



**89%**

Say that when work is gamified, they feel **competitive and eager to complete tasks**

# Key Takeaways

# Key Takeaways

**Developing AX is a  
Win-Win-Win-Win**

**Embrace the  
Elements of Great AX**

**Consider AI Tools  
and Gamification**

**Improve Coaching,  
Guidance, and QA**

## Real-Time Guidance Guide Every Call



James  
That's out of **my budget**.

### Budget

Let's see if we can find an option that works with your budget.

Aside from price, how well does the product we discussed match what you were looking for?

✔ I understand. Let's see if we can find an option that works with **your budget**.



## Real-Time Coaching Coach Critical Moments

### Alert

Kelly Kapowski

#### Compliance Alert

Chat Stop Listening

Live Transcript

Kelly K. You're sure to be qualified.  
Caller: Are you 100% certain?

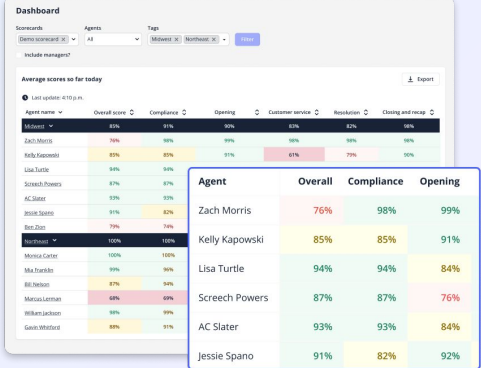
Chat

JD Agent: Kelly K

Avoid qualifying over the phone.

Got it

## Real-Time QA Score 100% of Calls



# See Balto in Action!

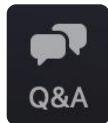
Click the link in the chat to schedule a demo.

Or visit: [www.balto.ai/get-demo](http://www.balto.ai/get-demo)



Next: Q&A →

# Q&A



Use the **Q&A button** on your screen to submit questions.

## Thank you for joining us today!

To learn more about Balto, visit [balto.ai](https://balto.ai)