

# What Makes the Contact Center a Great Career?

Insights from 600+ Tenured Agents



# Welcome to today's webinar!

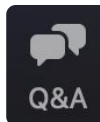


**Justin Smith**

Sr. Content Strategist @ Balto  
*Webinar Host/Moderator*



Today's session will be about **30 minutes** with time for **Q&A**.



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



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## The Conversation Excellence Lab

The Conversation Excellence Lab is Balto's hub for academic-level research. We create thought-leading content with the support of research teams and in-house data.

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# Today's Webinar Speakers



**Justin Smith**

Sr. Content Strategist,  
Balto



**Lior Torenberg**

Director of Research Content,  
Balto



**Michelle Barbeau**

Sr. Customer Enablement  
Manager, Balto

# Research Takeaways

1. The contact center is a people person's dream job: agents get to work on their social skills, form relationships with others, and solve problems for customers.
2. Opportunities for growth abound: 68% of tenured agents are working towards a promotion and 84.7% of agents take on additional management responsibilities.

# Research Takeaways

3. Benefits are key: 82.45% of agents get additional compensation and hybrid workers are happiest across the board.
4. Mentorship matters: 62.96% of agents had a mentor at work, and those with mentors had higher pay satisfaction, job satisfaction, career growth perception, and more.

# Research Takeaways

5. Guidance software acts as an effective sidekick: 60.87% of agents used guidance software and, regardless of tenure, agents felt that guidance software helped them do their job better.

# A People Person's Dream Job



■ People Person ■ Enjoy the Work ■ Benefits ■ Skilled at Job ■ Opportunities



**Figure 1: Respondent Reasons For Thinking The Contact Center is a Strong Career**

Not Passionate Stressful No Growth Not a People Person Low Pay



**Figure 2: Respondent Reasons For Thinking The Contact Center is Not a Strong Career**

# Discussion

**Can introverts be successful  
agents in the long-term?  
How do you best support  
and train them?**



# Plenty of Room for Career Growth

**Contact centers have high rates of internal promotions: 62.69% of roles are filled with internal promotions, on average**

This is compared to 8.9% at the average U.S. company.

**Contact centers that promoted 91–100% internally had an average agent job satisfaction of 4.27/5.**

This is compared to 2.96/5 for those who promoted 21–30% internally

**More responsibility makes agents happier. Agents who supervised other agents' calls had a **4.02/5** average job satisfaction**

This is compared to 3.52/5 for those who had no additional responsibilities



**Don't Skimp on Benefits**





**Figure 7: Satisfaction Metrics by Working Location**



**Figure 10: Satisfaction Metrics for Additional Pay vs. No Additional Pay**

# Discussion

**What's the most important benefit to provide agents so they stay at your contact center for the long-term?**



# **Mentorship Has Major Influence**



**Figure 11: Satisfaction Metrics With vs. Without Mentorship**

**When agents received 5+ pieces of informal feedback from a peer per quarter, they had higher peer respect levels at 4.29/5**

This is compared to 3.95/5 for those who did not receive any peer feedback



# Grow Careers with Guidance Software

**Agents who used a form of guidance software were **57%** more likely to be working towards a promotion**

Than agents who didn't use any form of guidance software



**They were also 13% more likely to view the contact center as a great place to work and had 12% higher job satisfaction**

Than agents who didn't use any form of guidance software

# Discussion

**Why does guidance software benefit tenured agents just as much as new agents?**

# Actionable Takeaways

## Promote Internally

A higher rate of internal promotions leads to higher agent satisfaction and other metrics across the board

## Highlight Benefits

Agents were happiest when they had access to a hybrid work model and variable forms of compensation

## Encourage Mentorship

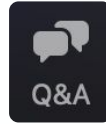
Agent satisfaction metrics were consistently higher when they had someone they considered a mentor

## Use Guidance Software

The data shows it: guidance software helps new and tenured agents alike feel happier at work.

# Thank you!

## Q&A



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



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For more information about Balto and the Conversation Excellence Lab, visit **balto.ai**

# Sources

- ▶ [Is the Contact Center a Good Career? Tenured Agents Say Yes](#)
- ▶ [How to Fix Onboarding, According to 400+ Contact Center Employees](#)
- ▶ [Seven Personality Traits of Top Salespeople](#)
- ▶ [The Sales Superpowers of Introverts](#)
- ▶ [Workers see fewer chances of promotion and raises, survey shows](#)
- ▶ [2019 State of the Workforce Report: Pay, Promotions and Retention](#)

# A Quick Poll

# Poll Results

# Research Demographics

**408**

Contact center employees: 204 agents and 204 management & leadership

**35-44**

Average age range for all respondents

**21-100**

Avg. company size (28% of respondents)

**60.3%**

Of agents had been in their job for 3+ years

**15.9%**

Of respondents worked in healthcare, the most represented industry

**41.2%**

Of senior respondents were managers



# Discussion

**We found that, at companies that promoted 100% internally, fewer agents were working towards a promotion. What does this mean?**

# Discussion

**Does it make a significant difference who serves as an agent's mentor?**