

From agent to superhero—the evolution of customer service

The role of the contact center agent has significantly changed. The contact center agent is now expected to be a customer service superhero by handling more complex customer requests.

Superpower #1: Multi-channel mastery

CSRs no longer work in a manual environment with single-channel workflows—they operate in a rich technical environment spurred by multichannel workflows.

CSRs engage with customers across six communication channels simultaneously



CSRs utilize **12-15** different software packages a day

CSRs talk with customers on the phone for **35.8 minutes** per hour on average



Superpower #2: Superior intelligence

Increased access to information and self-help options means that customers typically contact CSRs when they have difficult and complex challenges that require expert assistance and sharp thinking.

The training period for modern customer service representatives is **50 percent** longer than the traditional contact center agent. There's been a 50% increase in the amount of time it takes to train modern CSRs (6 weeks to 9 weeks).

6 Weeks:



Traditional Agents



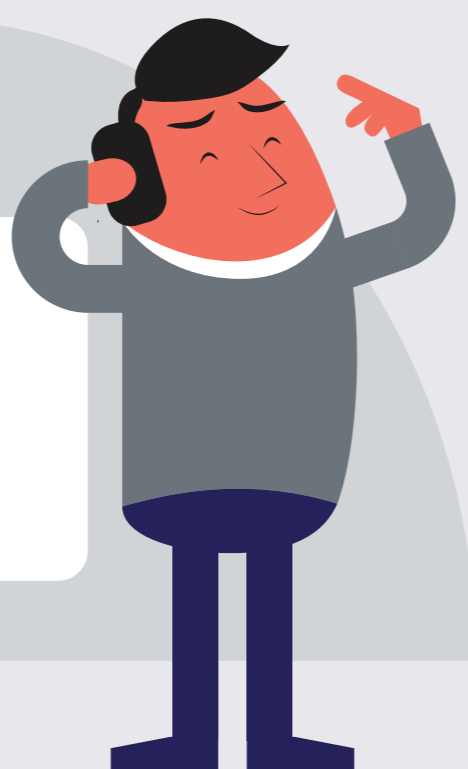
9 Weeks:



Modern CSRs

The Customer

70 percent of consumers believe they know more about a company's service or product than the CSR who answers the phone



38 percent of customers prefer talking to a live agent for complex inquiries.

46 percent of customers prefer talking to a live agent for difficult inquiries.

Superpower #3: Endurance

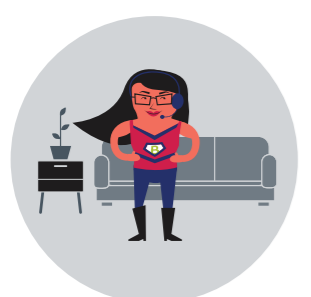
By taking advantage of advanced audio technology and flexible working practices, today's CSRs are slashing attrition rates and changing the perception of contact centers from cost centers to profit and intelligence centers.



Organizations that offer homeworking options experience a drop in shrinkage rate of **3-5 percent**. contact center shrinkage is a measure of how much time is lost to vacation, breaks, holidays, sick time, ect.



Overall operating expenses drop **10-30 percent** as a result of improved retention.



Flexible and homeworking contributes to a **20-50 percent** annual increase in CSR retention rates.



The Better Business Boss

Savvy companies recognize the customer service center as a route to market, and that by preventing even one CSR superhero from leaving they save **\$15,000-\$20,000** in attrition-related costs.

The new customer service representatives now solve challenging customer queries on different platforms and locations. Your company can't afford to not have Customer Service Superheroes.

Learn more about the evolution of customer service by reading our white paper.

SOURCES:

- Frost and Sullivan report.
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- The US Contact Center Decision Makers Guide 2014.
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- Plantronics. Customer Service PPT.
- Future of Contact Center eBook.
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