



# GAME CHANGERS

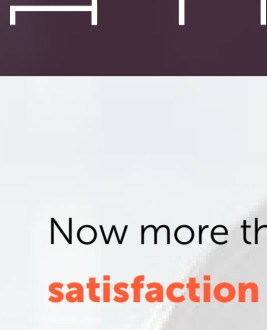
## Key Takeaways for Improving the Customer Experience

Whether your organization identifies as cost-centric or customer-centric, the fact remains that **well-trained, empowered employees** continue to be the most important element for a successful experience with the consumer. There are three proven critical areas for effective customer management:

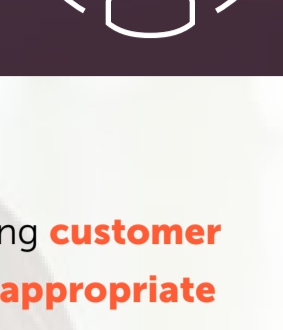
### Agent Satisfaction



### Customer Satisfaction



### Customer Loyalty



# 83%

of U.S. consumers prefer dealing with a human.

Most organizations currently rate their CSAT score at

# 3.8

 on a scale of 

# 5

so there is definitely room for improvement.<sup>2</sup>

Now more than ever, improving **customer satisfaction** comes down to **appropriate training**. With more points of consumer and company engagement, your front line representatives must be provided the tools that will allow them to navigate this new complex landscape of varied interactions.

# 44%

of consumers will complain about poor service on social media.<sup>1</sup>

# 45%

of consumers are willing to pay more for goods and services if it ensures a better level of service.<sup>1</sup>

Today, most of the customers your agents are interacting with are calling with far more complicated issues, and ones they may have tried to solve using different touchpoints beforehand.

It's no longer just about your agents having a friendly demeanor or a passing knowledge of product offerings when they pick up a call. Instead, they must be equipped with the emotional insight and conflict resolution skills necessary to understand and address the needs of today's consumer.

### Key Takeaway:

**Companies need to offer both digital and traditional service experiences to create customer loyalty**

When asked how organizations will be working with their agents on improving their customer experience in the coming year, one report calculated:

# 86%

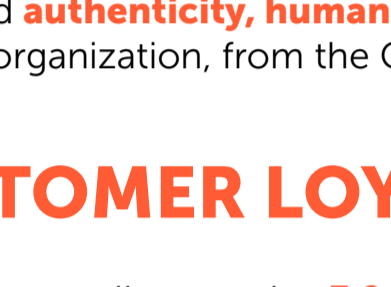
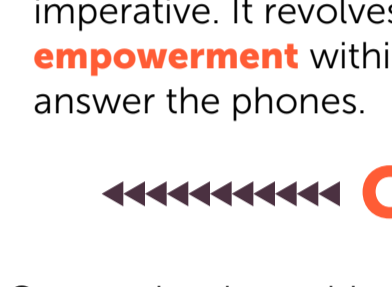
say one-to-one coaching

# 67%

say group coaching

# 66%

say customer feedback review

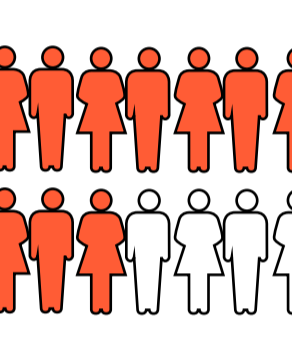


Raising your CSAT scores isn't only about how fast your agents reach callers or process an order. A high-quality, holistic approach to customer experience is now imperative. It revolves around **authenticity, human connection, and personal empowerment** within your organization, from the C-suite to the agents who answer the phones.

### ◀◀◀◀◀◀ CUSTOMER LOYALTY ▶▶▶▶▶▶▶▶

Companies that achieve service excellence enjoy **3.9** times greater year over year increases to their customer retention rate than those that fail to meet buyer needs in service (5.8% vs. 1.5%), according to a 2017 study by the Aberdeen Group.

Inspiring customer loyalty isn't magic. Success in customer retention comes back to investing in the most important asset your organization has: **YOUR PEOPLE**. When agents are trained in proven, reproducible communications techniques as they handle consumers across multiple touchpoints, improvement to customer loyalty can't help but occur.



*Did you know customers often assume an agent is more competent simply if the agent remembers and uses the **customer's name** during any interaction?*

**The link between positive customer experience and brand loyalty cannot be overestimated.**



Companies that offer a high-quality customer experience retain **89%** of their customers, vs **33%** retained by low-quality customer experience providers, according to the Aberdeen Group.

### Key Takeaway:

Training employees in:

Communication ----->

Conflict resolution ----->

Active listening skills ----->

...remains the single most important way companies can:

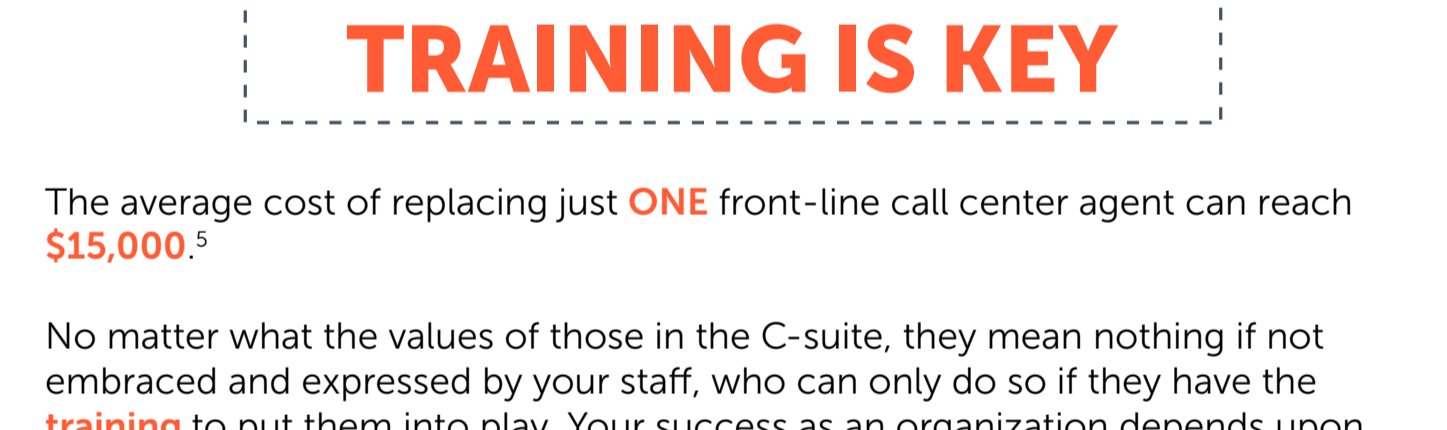
Improve sales

Boost morale

Increase profits

Organizations that make a concerted effort to align employees with a set of goals and values, as well as to provide customer insights across the organization, are the most successful at creating enduring differentiation and lasting customer retention.<sup>7</sup>

### ◀◀◀◀◀◀ AGENT SATISFACTION ▶▶▶▶▶▶▶▶



## TRAINING IS KEY

The average cost of replacing just **ONE** front-line call center agent can reach **\$15,000**.<sup>5</sup>

No matter what the values of those in the C-suite, they mean nothing if not embraced and expressed by your staff, who can only do so if they have the **training** to put them into play. Your success as an organization depends upon whether or not employees are equipped with the **real-time skills** and **emotional insights** they can use again and again in communicating with the customer, consistently and across staff departments, roles and responsibilities.

**Customer service agents want to do a good job:**

# 74%

of customer service agents see their job as a long-term career opportunity.<sup>3</sup>

More than 

# 41%

of these agents also report that simply helping customers was their favorite part of their work experience.<sup>3</sup>

**But the pressures of the job sometimes drive them away:**

The average turnover rate for a call center employee is 

# 29%

More than 

# 30%

of agents saying they usually spent more than an hour a day with unhappy customers, every single day.<sup>3</sup>

# 65%

 of customer service agents said that they found angry or rude consumers the most difficult part of their job.<sup>3</sup>

With increasing challenges, organizations cannot afford to ignore the employee experience. Companies with **lower employee engagement** scores have:

# 18%

lower productivity<sup>4</sup>

# 65%

lower share price over time<sup>4</sup>

**Q:** How then can companies bridge the divide between the goals and the realities of working with the public?

**A:** It's not about finding the perfect staff, or necessarily paying them more money. It's about changing attitudes, empowering individuals, and making your organization a place where people can achieve their goals.

Creating an environment where employees are not just encouraged, but taught how to engage in the process is key to creating not only positive customer experience but a successful workplace as well.

**Highly engaged employees are 5.8 times more likely to help their companies succeed.<sup>6</sup>**

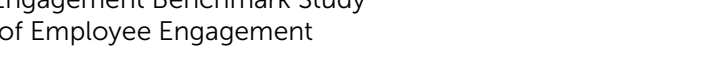
### Key Takeaway:

**Your success as an organization depends upon whether or not employees are equipped with the real-time skills and emotional insights they can use again and again in communicating with the customer.**

With **effective training**, organizations can create an atmosphere of well-being that leads to improvement both in terms of customer experience, and to incremental gains across every facet of operation and development.

Getting started is easy with Bonfire Training. We'll show you how customer service training and good communication skills light the way for loyal, satisfied customers and employees.

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**Helping people be their best, on purpose, every time.**

Resources  
1. Accenture Strategy report, Digital Disconnect in Customer Engagement  
2. CCW Executive Report: Performance & Agents  
3. InContact Consumer Research  
4. Harvard Business Review  
5. International Customer Management Institute  
6. Temkin Group: Employee Engagement Benchmark Study  
7. Temkin Group: The Five I's of Employee Engagement