

PRAISE for CALL AGENTS

In a highly competitive market, businesses need to look for ways to differentiate themselves. Companies that offer similar products are turning to customer service for distinction. 78% of marketing professionals say they try to differentiate through customer experience.¹ Your customer service reps are a key part of your organization. It is important to make sure they feel like an essential part of your company and are recognized for their hard work.

Happy Agents = Happy Customers

FOSTER A FLEXIBLE, CREATIVE CULTURE

SHOW INTEREST & APPRECIATION

COMPLIMENTS ARE KEY!

REWARD & RETAIN STAFF



Nearly 81% of employees said that they're motivated to work harder when their bosses showed appreciation for their work.² Here are five ways you can acknowledge your customer service representatives throughout the year.

COMPLIMENTS ARE KEY

Make sure to compliment your reps as much as possible, even for small, one-off projects. You would be surprised how far kudos from upper management can go, especially if done in a group setting. TRY THIS: Recognize your employees in a public way such as a newsletter or a company-wide meeting.

"Organizations with effective, engaging recognition programs had **31% LOWER VOLUNTARY TURNOVER** than organizations with ineffective programs."

Bersin by Deloitte:
The State of Employee Recognition, 2012



SPEND TIME WITH YOUR EMPLOYEES

You are being pulled in a million different directions, yet it is important to make time for customer service reps it will show them that they are important and that you care.



TRY THIS:

Show your appreciation by hosting a banquet or party. Make sure to network with as many agents as possible.

BE A GOOD EMPLOYER

This means, as an executive, set clear expectations and metrics by which to track employee goals; you need to set clear boundaries, demonstrate healthy leadership and provide sound direction.



TRY THIS:

Facilitate creation of a comprehensive employee manual. It should clearly outline what the company expects from employees, and conversely, what employees can expect from the company.

FOSTER A CULTURE OF FLEXIBILITY & CREATIVITY

Establish a company culture that provides flexibility and creativity and hire agents that share your company values. Create an environment that allows your employees to feel comfortable and relaxed; endorse social interaction and fun at work.



"**67% OF WORKERS** say the most important aspect of their job is **HAVING AN EMPLOYER WITH SIMILAR VALUES.**"

"High Cost of Unhappy Employees"
Confessions of Professions
by Lisa Catroop

DEVELOPING EMPLOYEES: A TOP-DOWN APPROACH

Employees want to feel as though their managers are investing in them like they invest in their companies every day. It is important for employees to feel like their employer cares about advancing their skills, preparing them for long-term success.

As one of the top three non-financial motivators, **76% of employees** want opportunities for career growth.



Clear Company Blog: 5 Surprising Employee Development Statistics You Don't Know by Sylvie Woolf

TRY THIS:

Create a company culture around cultivating employee talent. Executives should focus on putting leaders in place that believe in and will take ownership of shaping their employees. Agents should have defined career goals and a clear path forward with the help of management.