

Meaningful Work is the Primary Driver of Employee Behavior



Meaning from Work (Compensation)



Meaning at Work (The Company)



Meaningful Work (The Job)

Description	Having a job is meaningful as a result of a predictable and steady paycheck.		Work provides a safe, friendly place that serves as emotional support.		Realization of moments with distinct purpose that arise from serving others and are beyond what an individual is compensated to produce.	
Examples	Pay, Incentives, Benefits, etc.		Fun Activities, Social Events, Volunteering, Amenities, CSR, Company Mission, etc.		Ability to Help People, Low Stress and Anxiety, Supportive Management, etc.	
Impact on Employee Behavior	• Reduce Turnover	Very Low	• Reduce Turnover	Low	• Reduce Turnover (25-50%)	Very High
	• Increase Engagement	Very Low	• Increase Engagement	Low	• Increase Engagement	Very High
	• Improve Performance	Very Low	• Improve Performance	Low	• Improve Performance (10-25%)	Very High
Company Focus	High		Very High		Very Low	

The Result
Read the Full Report

Is Causing

The Crisis in Contact Center Management

The customer experience is at a 17-year low, agent turnover remains high at 7-8% a month, and quiet quitting is at 59%. This crisis is severely impacting company profitability, leading to “The Great Termination” of leaders.