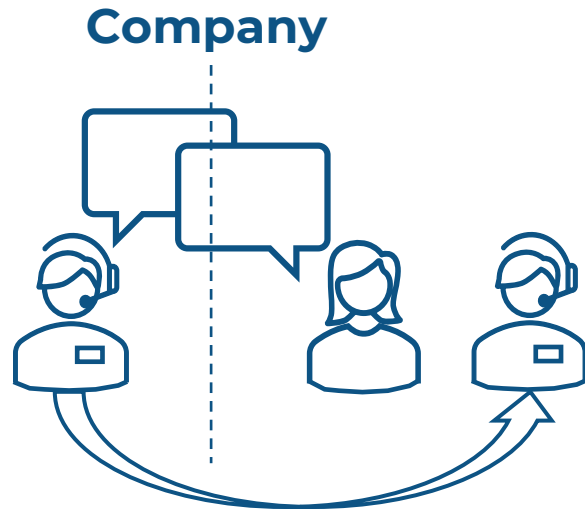


Customers Want Agents to “Cross the Company Line”



Customers want agents to “cross the company line” where the human-to-human relationship supersedes the company-customer relationship.

How Customers Define Engagement

#1. “I felt like the agent was sitting next to me, and we worked together.”

The human-to-human relationship supersedes the company-to-customer relationship. Humans have a value system on how to treat other humans, and it is human nature to help another human in need if they can. The customer wants the agent to “cross the company line” and be their advocate with the company.

#2. “I felt like the agent benefited from the interaction.”

When the agent can “cross the company line” and be what really makes the difference for the customer, this becomes a meaningful moment for the agent. When the agent routinely has meaningful moments, they find their work meaningful and worthwhile. However, if they are put in a situation where they routinely can’t help the customer, that causes grind and destroys their meaningful work.

Grind Prevents an Agent from Crossing the Company Line to Help Customers

When a company violates an agent's value system on how to treat people, it causes grind. Agents want to keep their job, so they will do what the company wants. But they will disengage from the customer because it is too painful.



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.