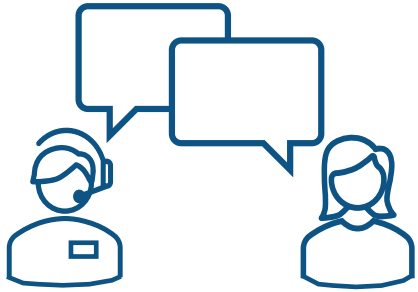


When an Agent Interacts with a Customer, it Impacts Company Profitability



When an agent interacts with a customer, it impacts customer behavior and company profitability.

Unfortunately, how agents are managed is destroying profitability.

Manage Your Human Sigma - Harvard Business Review, 2005



Emotions impact the employee's and the customer's behavior even more powerfully than rationality does.



Emotionally satisfied customers contribute far more to the bottom line than rationally satisfied customers. In fact, the behavior of **rationally satisfied customers looks no different from that of dissatisfied customers.**



Every employee interaction with a customer represents an opportunity to **build that customer's emotional connection**—or to diminish it.



It's **important not to think like an economist or an engineer** when assessing the employee-customer interaction (interactions can't be manufactured).



The customer's experience **depends almost entirely on the employee.**



The employee-customer encounter must be measured and **managed locally** because there are enormous variations in quality at the work-group and individual levels.



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.