

# CALL CENTER: IMPROVING THE CUSTOMER CALL-IN EXPERIENCE



## Overview:

How can call centers ensure that customers will encounter an agent that is accommodating, knowledgeable, and responsive?

By offering staff members reason to **value** their position. Regular **recognition** for a job well done **can make a difference.**

## REWARD YOUR AGENTS FOR:

- Attendance
- Call management and efficiency
- Customer service quality
- Highest call volume
- Issue resolution ratings
- Management Integration
- Sales / closing ratings
- Teambuilding Initiatives



## HERE ARE THE FACTS:

- ▶ Key performance metrics indicate a significant deterioration of quality of service in contact centers. Call abandon rates, due to long hold times, increased by nearly 127%, while the average time to answer a call rose by some 70%, from 23 to 39 seconds.
- ▶ Contact centers are finding it increasingly difficult to retain employees. Annual agent attrition rate rose by nearly 93%, increasing from 14% to 27%.

*Source: Peppers & Rodgers 1to1 Weekly, 2008*

**Improve the customer call-in experience  
with employee recognition!**

Call Rymax today to start an employee recognition program.  
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