

THE SCIENCE BEHIND SERVICE

More engaged employees mean better business outcomes



Businesses lose approximately **\$300 billion annually** from **productivity decline** in their workforce*¹.



80% of workers experience occupational stress*²

Occupational stress occurs when job-related factors such as a taxing workload, limited control, or strained work relationships cause an employee to experience elevated stress levels. Jobs characterized by emotionally taxing work, redundancy, lack of control, and cognitive overload often lead to occupational stress. Given these characteristics, it is unsurprising that customer service professionals frequently demonstrate high occupational stress, absenteeism, and job churn.



Stressed employees take **74%** more sick days*³

Employees experiencing high stress levels have limited physical and emotional resources to dedicate to occupational tasks, causing them to take stress-related sick days. In the call center, service professionals are highly prone to absenteeism due to a variety of stressors in their work.



Employees are **38%** more likely to experience **below average productivity** in a stressful environment*⁴

“Cognitive load” is a term used by cognitive scientists to describe the mental effort required to handle many tasks at once. Service professionals are particularly subject to cognitive overload and resulting productivity loss as they must navigate multiple systems and capture customer data, all while trying to effectively carry on a conversation. Cognitive load exacerbates the the various stressors in the call center, making service professionals highly susceptible to productivity loss.

Improve productivity through employee engagement



Employee empowerment can be accomplished by:

- Providing clear and objective goals and feedback for both the individual and the team
- Offering professional development opportunities to learn and grow in service careers
- Providing in-the-moment tools and coaching to guide employees to become more emotionally intelligent and aware within customer interactions.

Cogito empowers service professionals to be more engaged in their careers by providing them with in-call behavioral guidance, objective measurement, and real-time insight into customer experience

[LEARN MORE ABOUT COGITO](#)

1. Harvard Business Review

2. The American Stress Institute

3. Forbes

4. Wisdom Labs



THIS PIECE WAS BROUGHT TO YOU BY COGITO BEHAVIORAL SCIENCE

The Cogito Behavioral Science Team is a group of psychologists, cognitive scientists, and linguists dedicated to improving human health and communication. They create and apply evidence based science throughout Cogito’s products, programs, and initiatives.