

# EMPATHY: PAVING THE ROAD TO CUSTOMER LOYALTY

THERE ARE 3.4 MILLION CALL CENTER WORKERS IN THE U.S.<sup>1</sup>

That's a lot of people working in a very challenging profession! These workers are tasked with fielding complex customer calls and often lack the tools they need to effectively engage customers. Empathy has a major impact on brand loyalty and AI can help. When deployed as a coach, AI can augment employees helping them be more empathetic, translating to happier customers, increased loyalty, more engaged employees and ultimately improved business performance.

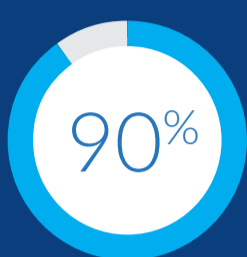


## EMPATHY IS A UNIVERSAL NEED

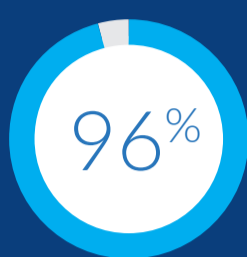
Agents, managers and consumers agree; empathy is critical to long term relationships.



Consumers believe empathy is the most important attribute of a good phone conversation



Nearly 90% of managers believe empathy is important for forging human connections with customers

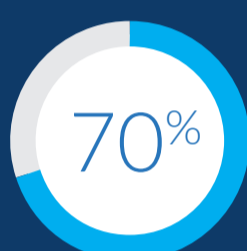


96% of phone professionals say empathy is important when it comes to being successful at their jobs

When looking at factors that make consumers more likely to remain loyal to a company, all age groups – including Millennials – rated empathy within **10 percentage points** of the other generations' ratings

## DELIVERING EMPATHY CONSISTENTLY IS CHALLENGING

As the number of calls an agent handles in a day builds, empathy lags.



70% of phone professionals say displaying empathetic qualities, i.e., being friendly and engaged is especially difficult during the second part of their shift



Delivering a quality customer experience becomes harder after about 25 calls per day per phone professional as a result of repetition and fatigue



On an average 10-minute call, phone professionals will exhibit at least one behavior that can negatively impact a call outcome



## COACHING HELPS PHONE PROFESSIONALS BE MORE EMPATHETIC MORE OFTEN

Technology – providing coaching through automated guidance – can be used to help employees adjust behavior, increasing empathy across an organization.



Managers think phone professionals could be +70% more empathetic on calls if they had more coaching



The majority (59%) of supervisors believe their team would be more effective with feedback on every call rather than just a handful



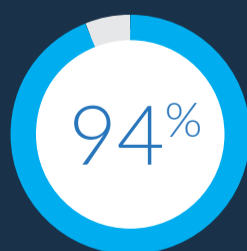
When using an AI Coach, phone professionals saw an average increase in NPS of 5%, and an average decrease in handle time of 8%

## EMPATHY DRIVES CUSTOMER LOYALTY

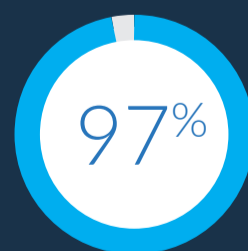
Organizations that focus on empathy improve outcomes.



Calls lacking empathy are characterized by periods of silence and lower energy on the part of the phone professional. After just eight weeks, phone professionals reduced periods of extended silence (**14% lower frequency**) and increased their energy (**5% reduction in low energy cues**).



94% of customers are more likely to continue using a particular product or service if they know empathy is a focus for the organization



97% say empathy from customer service phone professionals is important in considering future spending decisions with a company

To view the full State of Empathy in the Call Center Report from Cogito, click here.

For more information on Cogito's AI coaching technology and how it is augmenting the emotional intelligence of phone professionals, click here: [www.cogitocorp.com](http://www.cogitocorp.com)

### RESEARCH DEMOGRAPHICS

- 500 U.S. B2B phone professionals and supervisors from healthcare, insurance, retail, financial services and telecom industries surveyed between November 2018 and January 2019.
- ~2100 U.S. consumers surveyed between November and December 2018

### SOURCE

<sup>1</sup> Site Selection Group (<https://info.siteselectiongroup.com/blog/how-big-is-the-u.s.-call-center-market-compared-to-india-latin-america-and-the-philippines-2>)