

IT'S NOT ABOUT THE MONEY: 6 TIPS FOR BOOSTING EMPLOYEE ENGAGEMENT

High performing call center employees are motivated and inspired by their managers through small acts and big celebrations alike. Engaged employees are more passionate about helping customers, pay closer attention to detail, and stay with the company longer.



Focus on Improvement.

Traditional approaches have most frequently focused on finding and correcting mistakes often based on subjective measures. It is important to shift to more objective means of measurement and emphasize improvement opportunities. Give employees tangible milestones to reach and help them track their progress. Educate employees on the link between improvement and higher reward, be sure to affirm positive results. Consider how key initiatives are communicated- are they focused on correction or empowering improvement?



Make it Personal.

Employees working on large teams often feel invisible, anonymous and neglected. Highlighting their individual achievements and opportunities for growth will help boost morale and make them feel their work is valued. Demonstrating kindness on a daily basis can go a long way in ensuring employees are engaged, and in turn better engage customers. Create a collaborative environment for employees where they can exchange ideas for improvement with one another and their managers. Building relationships amongst the team ensures each employee feels included.



Provide Emotional Support.

Employees in the call center perform many repetitive tasks including handling numerous calls a day, many from customers who are dissatisfied with their service. They deal with challenging systems and complicated procedures all of which lead to emotional fatigue. Being cognizant of your employees' emotional state and providing specific tools and approaches that support their mental health can help them better deescalate upset customers and can help them remain motivated to better engage customers.



Coach in the Moment.

Take the time to coach and support employees in real-time for more positive lasting impact. Gathering post call data and providing feedback long after the applicable moment has passed leaves employees confused and often on the defensive. Show commitment to each employee's career growth by sitting alongside them during calls and implementing tools that offer live assistance to them. Employees that can more directly relate the actions taken to the coaching received are far more likely to remember the suggestions and apply them on future interactions.



Share the Mission.

Employees who feel their jobs matter to the business' success are more motivated to perform above expectations and remain loyal to the company. Mapping the employees daily work to the overall success of the company will help them better visualize their career path and take pride in their positive impact. Make sure to consistently remind them of the importance of their work and their contribution to the overall mission.



Train and Cross Train.

As a reward to employees, allow them to participate in more advanced training sessions and cross training on alternate job functions. Help train them in more advanced interpersonal skills such as communication and emotional intelligence. Provide opportunities for them to mentor other employees to help them grow. In doing so, you are creating higher performing employees who are motivated to grow their careers leading to higher job satisfaction and employee loyalty.

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