

# AWAKEN THE FORCE



# IN YOUR CALL CENTER

“I am a Jedi. I’m one with the Force, and the Force will guide me.” – Gandi

YOUR CALL CENTER AGENTS ARE YOUR JEDI; THE TRUSTED GUARDIANS OF YOUR BUSINESS.

TO BUILD THE EMOTIONAL CONNECTIONS THAT INCREASE CUSTOMER LOYALTY,

THEY MUST HARNESS THE POWER OF THE FORCE.

## DON'T LET AGENTS TURN TO THE DARKSIDE



**Call centers have an employee turnover rate of 30-45%<sup>1</sup>**

Agents handle numerous complex and emotionally taxing calls each day, resulting in exhaustion, absenteeism, and churn.



**The #1 frustration for agents is rude or condescending customers<sup>2</sup>**

Agents focus so intently on their systems, policies, and procedures that it is difficult to communicate effectively with customers, resulting in high frustration for agents and customers.



**98% of employees fail to be engaged when they receive little or no feedback from managers<sup>3</sup>**

Agents struggle with subjective and delayed measurement, hindering their ability to improve in their job.

## THE FORCE THAT POWERS GREAT CUSTOMER EXPERIENCES



**90% of top performers have high emotional intelligence<sup>4</sup>**

Help your call center agents harness their emotional intelligence to assist them in serving customers.



**89% of agents say that establishing better rapport with customers would increase their job satisfaction<sup>2</sup>**

Equip your agents with technology that provides in-the-moment guidance, fostering a mutually beneficial connection.



**71% of call center agents say more objective and timely feedback would improve their job satisfaction<sup>2</sup>**

Give your agents objective feedback to help them continuously hone their skills.

## THE JEDI CODE

Emotion, yet peace. With Cogito, your agents will know the true power of the Force.

They will be the shining light for your customers and brand – delivering better performance and greater satisfaction.

Happier Customers. More Productive Employees. Better Customer Service.

Visit [www.cogitocorp.com](http://www.cogitocorp.com) to learn more!

1. "Exploring Call Center Turnover Numbers," Quality Assurance and Training Connection, [www.qatc.org/winter-2015-connection/exploring-call-center-turnover-numbers/](http://www.qatc.org/winter-2015-connection/exploring-call-center-turnover-numbers/).

2. "EMOTIONAL EXPERIENCE INDEX: The Call Center Agent's Perspective," Cogito Corporation, Sept. 2016, <http://www.cogitocorp.com/wp-content/uploads/2016/09/cogito-emotional-experience-index.pdf>.

3. Analytics & Advice About Everything That Matters, Gallup, <http://www.gallup.com/home.aspx>.

4. "9 Habits of Highly Emotionally Intelligent People," <http://www.talentsmart.com/articles/9-Habits-of-Highly-Emotionally-Intelligent-People-2147446657-p-1.html>.