



# 5 Key Service And Support Center Trends

**Economic Forces Are Reshaping The Industry To Emphasize Employee And Customer Engagement**

A report by Playvox



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# Economic Forces, Low Unemployment, And High Customer Expectations Drive Five Key Trends

Customer service and support organizations are the key communication link between a company and its customers. Delivering an outstanding customer experience is critical as the service center is often the last contact before a customer defects to a competitor.

A [Qualtrics study](#) reinforces this importance. It found that 78% of surveyed consumers indicated that a single support interaction permanently changed how they felt about a brand.

Given all the changes in the industry, including managing challenging economic circumstances, transitioning workforces to working from home, dealing with staff shortages, and addressing customers' high expectations, it's not surprising that the service center industry has been through great upheaval.

These unique conditions have driven five key trends:

- 1 Customer service organizations will need to do more with less as the economy potentially heads into a recession**
- 2 Consumers have a low tolerance for poor service**
- 3 A disconnect is brewing between agents and managers about returning to the office**
- 4 Employee engagement is critical now**
- 5 Service center leaders will need to adapt their management styles to support a diverse, intergenerational workforce**

In this report, you'll find more information about these trends and ideas on how to handle them, so your service center is stronger than ever.



## **Trend #1: Service Centers Will Need To Do More With Less As The Economy Potentially Heads Into A Recession**

A confluence of macro-economic factors is driving these five trends, including an economy potentially headed for a recession, high inflation, and low unemployment rates. All three factors are impacting the ability to retain agents and serve customers.

Customer service organizations will need to do more with less – and less will likely translate into fewer employees to service customer interactions.



## Potential Recession On The Horizon

The U.S. economy shrank by an [annualized rate of 1.4%](#) in the first quarter of 2022, which may indicate a coming recession. Companies will try to maintain operations while assessing if cost reductions are needed.

[High inflation](#), [low unemployment rates](#), [strong job growth](#), and consumers' intolerance for poor service can put service centers in a bind. How do they retain employees, manage expenses, and still deliver an outstanding customer experience?

## Low Unemployment Rates Put Agents In The Driver's Seat

Even though a potential recession may be imminent, unemployment rates are historically low, which gives agents the upper hand in negotiating higher wages or looking for new positions. Considering that 44% of employees are "job seekers," according to [Willis Towers Watson's 2022 Global Benefits Attitudes Survey](#), many organizations are struggling to fill open positions.

High turnover might put customer service operations at risk. According to a [2021 ICMI study](#), the turnover rate across service centers of all sizes is 25% and rises to 38% at very large service centers. Forty-three percent (43%) of service center agents stay in their roles for less than two years.

As a [NoJitter article](#) reports, agent churn is also extremely expensive, which is even more detrimental in a time of high inflation. The cost of replacing an agent can be anywhere from \$4,000 to \$8,000 per agent, or even more when it comes to meeting higher salary demands.

According to [ICMI](#), getting new agents up to speed is a significant time investment. Sixty percent (60%) percent of service centers take three to eight weeks (or even more) to fully train and onboard new agents.

According to a [NoJitter article](#), the cost of replacing an agent can be anywhere from \$4,000 to \$8,000 per agent, or even more.



Despite these statistics, eight out of 10 service centers plan to expand their workforces this year, according to [ICMI research](#). One of the main drivers in several verticals is [ongoing supply chain disruptions](#), which increased the number of customer issues that service centers must address.

With the low unemployment rate, this means retaining agents is more important than ever. Managers must devise new ways to creatively drive high agent engagement and retention rates. They must also resist the temptation to fall victim to “[skimpflation](#),” where they’re forced to cut back on services, hours, or quality.

## **Consumers Expect Digital Channels - Voice Is Outdated**

Digital channels, such as text, email, social media, chat, and [conversational CRM](#), which unites sales and support and connects digital channels, are key solutions to offer. Many consumers now expect to interact with companies digitally, such as using synchronous, live chat to engage with an agent.

Voice and IVRs are viewed as outdated, frustrating methods for contacting customer service. Although support organizations may value IVRs for their efficiency, consumers find them irritating and time-consuming due to poor voice recognition, complex navigation menus, and poorly executed scripts.

Voice is often used as a last resort by consumers who resent spending time waiting on hold and repeating information to a customer service representative. These types of interactions can cause customers to search for an alternative, such as defecting to your competitors.

## **Take The Next Step**

Offering a choice of digital channels is paramount as consumers’ technology, behaviors, and preferences change. Especially as younger generations, who are digital natives, enter the market, you’ll want to [consider additional digital channel options](#).



## Trend #2: Consumers Have A Low Tolerance For Poor Service

At the same time, customer expectations are higher than ever, and intolerance of poor service has skyrocketed. [Qualtrics research](#) found that nearly all consumers were dissatisfied with their customer experiences in 2021. Sixty-two percent (62%) said businesses need to care more about them, and 63% of consumers said companies must be better at listening to their feedback.



During the pandemic, many service centers experienced staff shortages, increased call volumes, and/or downtime when they transitioned their workforces to working remotely. All of these factors resulted in a less-than-stellar customer experience, such as not answering ringing phones or ignoring customer feedback.

This has a real financial impact on organizations. According to the Qualtrics study, companies are losing a staggering \$4.7 trillion in consumer spending each year globally thanks to poor customer service.

A better alternative to voice is live chat, which is one of Millennials' and Gen Z's communication preferences. [Playvox research](#) finds that 63% of service centers offer live chat.

The pandemic had [a massive impact on service centers](#) and their ability to deliver a positive customer experience. However, many of the issues are related to servicing outdated channels such as voice:

- The early stages of the pandemic resulted in a 300% increase in incoming call volumes. To manage these volumes, service centers need to increase their commitment to chat, which lets agents handle several conversations at a time.
- Average Handle Time (AHT) increased from three to six minutes to 10+ minutes.
- These factors will likely lead to higher-than-average Abandon Rates (AR), the rate at which customers leave within a given period without interacting with an agent. As a result, target ARs are likely to rise from 2% to over 10%.



Offering multiple digital channels and conversational CRM can address these issues by increasing scalability and allowing agents to service interactions more efficiently.

With their increased interest in resolving issues via text, chat, social media, email, or self-service options, many consumers now limit using the phone to contact customer service to times when they have more complex issues. When they do call, they expect not to be on hold for long periods of time to talk to an agent. Agents, in turn, must be pleasant and helpful at all times, even as they deal with their own stresses at home and work.

### **Take The Next Step**

It's important to demonstrate to your customers that you care about their business. Learn how in this eBook: [Three Steps to Creating a Winning Customer Experience Strategy](#).



## Trend #3: A Disconnect Is Brewing Between Agents And Managers About Returning To The Office

Both managers and agents have embraced remote work and strongly prefer it over working from an office. [According to Playvox research](#), **nearly 60% of service centers are now using a hybrid workforce model and 40% are entirely remote.** The vast majority of agents (68%) work remotely 31-40 hours per week. Most managers (64%) work remotely five or more days per week.



## Higher Job Satisfaction

Seventy percent (70%) of agents say their job satisfaction is higher due to working from home, and 84% of managers are satisfied with the number of hours they work remotely.

Remote work saves money: 91% of agents say they appreciate not paying for transportation, eating meals out, or buying office attire. Just over 75% said they like having more control over their time, and 70% value being more protected from getting sick.

*“I never want to go back to an office.”*

-Lindsey J., service center agent at a pharmaceutical company

## Lower Resignation Rates

The transition to working remotely wasn't without its challenges for some service centers, however. Staffing shortages, due to employees being sick or needing to take care of family members, resulted in frustrated customers and overworked agents. According to an article published in [TechTarget](#), 35% of businesses have difficulty finding service center agent candidates with the necessary skills.

However, the good news from the Playvox survey is that the ability to work remotely has reduced resignation rates by 41%. Overall, the [Great Resignation](#) doesn't seem to have impacted service centers as much as other industries.



## Some Managers Looking To Bring Agents Back To The Office

However, despite remote work's successes, there's a big disconnect between agents' desire to continue working from home and employers' plans to return them to an office. Nearly half of managers say a percentage of their agents will be returning at some point in 2022, which is at odds with agents' strong desire to continue working remotely.

To keep enjoying lower resignation rates, managers should be extremely cautious about asking agents to return to the office.

## Supporting Your Remote Workforce

The importance of implementing processes that help employees feel engaged is more important than ever. Just using Zoom for occasional meetings isn't enough to keep them satisfied and happy.

Agents say frequent, one-on-one communication is critical along with well-planned training and [designing motivational programs](#), such as [gamification](#).

Many service centers have taken specific steps to support their hybrid workforces, such as increasing communication, implementing remote work policies, and purchasing new software to support their remote workers.

Agent-focused solutions such as [workforce management](#), [quality management](#), and [learning management solutions](#) go a long way in connecting remote agents to their managers and teams.



## Advice From Managers

Service center managers share their advice for managing a remote workforce:

### Communicate Frequently

One of the most important things service and support centers can do is frequently communicate with their employees. Kimberly C., a manager at a nonprofit, says, “Increase interaction time – whatever you were doing in the office, you’ve got to do that two- or threefold. You have to have more face-to-face time with your people.”

### Implement Remote Work Policies

Surprisingly, 42% of service centers don’t have remote work policies in place and just 34% do. Of those that do have policies, many lay out clear expectations for agents’ performance for them to continue working remotely.

Patricia R., a manager at a healthcare company, says, “Our agents need to be in good standing, such as meeting work expectations, and must have been in their role for at least one year.”

Others specify criteria for a remote work setting. Lina D., a manager at a business process outsourcer, says, “Our remote work policy focuses on the agent’s environment, such as having a quiet room and clean desk, consenting to video recordings, etc.”



## Deploy New Software

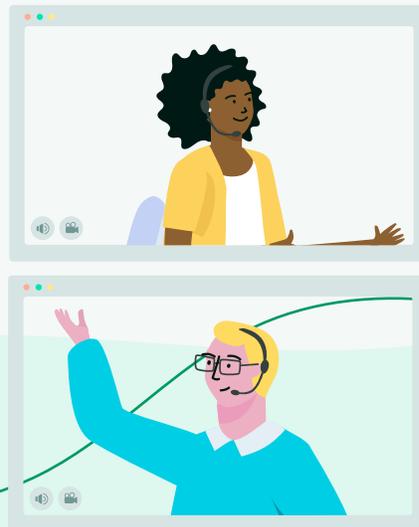
Service centers recognize that new technology can help them best support their remote workforces. Not surprisingly, video conferencing software, such as Zoom, is most popular (54%) followed by [workforce management](#) (29%), [quality management](#) (26%), and [learning management](#) software (26%).

Others use Slack so team members can easily communicate with each other and entertaining tools such as [Kahoot!](#) to create game show-type quizzes that everyone can participate in using Zoom.

[Gamification solutions](#) promote fun, friendly competitions and engage your remote or hybrid workforce, leading to higher performance. Managers can track points earned when agents meet company goals, view rankings, and award points in your store for incentives such as days off or gift cards.

## Take The Next Step

Remote work is driving higher job satisfaction and reducing agent attrition, which means your customer service organization needs to implement procedures that [support team members working from home](#). Using simple strategies, you can ensure your remote agents have the right tools they need to be [fully operational](#).



## Trend #4: Employee Engagement Is Critical Now

[Agent engagement](#) and retention will be critical service center issues for 2022. The Great Resignation means agents have more employment choices and fewer reasons to stay if they're dissatisfied.

And dissatisfied employees can have a real impact on customer service. A customer's encounter with an employee has the power to shape their attitude about your organization, their experience doing business with your company, and even their buying decisions.



It's the emotional connections between employees and customers that create memorable service – both good and bad. This means frequent communication, inquiries about how agents are doing, and empathy are paramount. It's more important than ever to prioritize their well-being.

A Playvox study found that communication is key to agent engagement – especially with a remote workforce. Increasing interaction time, holding more one-on-one meetings, and continuing to facilitate a strong culture are vital.

## Advice From Managers

Managers share their best tips for engaging agents – even when they're working remotely:

*“Consider surveying agents quarterly and asking questions such as, ‘How are you feeling about working remotely? Have there been any changes we need to know about?’*

*It might seem simple, but requiring agents to turn on their cameras during meetings not only makes them more personal but also helps you see if someone needs some self-care.”*

- Kimberly C., service center manager at a non-profit organization

*“Have a knowledge base of some type because employees can't roll over to someone's desk anymore to get a question answered. Also, company culture is still important. You need to make sure your employees feel like a team and that might involve holding meetings and events that aren't focused on work. Instead you offer consistent training, feedback on performance, and do team-building activities such as friendly competitions that make learning fun.”*

- Erin B., service center manager at a property management and home rental company



*“Some of the factors that have boosted our employees’ satisfaction over the years are a positive work-life balance that is driven by unlimited PTO, and camaraderie activities, such as virtual happy hours and random fun team competitions facilitated by team members.”*

- Philip A., service center manager at a digital education company

## Offer High-Quality Training

Training was cited by remote agents as a key success factor—as long as it’s well-designed and delivered effectively. Offering high-quality training demonstrates that your service center is willing to invest in their skills and support career development opportunities. Agents should be able to check in with managers to keep track of their progress, such as using an [online learning solution](#), and discuss any questions or concerns.

It’s important to know how agents prefer to receive information, as it can help managers select the most effective training method. Lindsey J., an agent at a pharmaceutical company, says she’s a visual learner, so she likes to review new material with self-paced videos followed by instructor-led training. Karla D., another agent at a pharmaceutical company, says she learns best with simulated, exercise-based training in which she can “play” with new software before using it live.

Interestingly, [Playvox research](#) found managers and agents have different ideas on what types of [training](#) techniques are most effective.

Managers believe instructor-led is most effective, while agents prefer being paired with a more experienced colleague.



## Most Effective Training Methods As Ranked By Managers

- 1 Instructor-led training (e.g., in-person group training, virtual group training)
- 2 Pairing agents with another CSR
- 3 Self-guided training (e.g., reading materials, watching videos)

## Most Effective Training Methods As Ranked By Agents

- 1 Pairing agents with another CSR
- 2 Instructor-led training (e.g., in-person group training, virtual group training)
- 3 Self-guided training (e.g., reading materials, watching videos)

The takeaway is that managers need to keep agents' training preferences in mind and not assume certain training formats are better than others. Asking for agents' feedback on their preferred training techniques can go a long way in creating an effective learning environment.

## Invest In Incentives And Motivational Techniques

It can be harder, but arguably even more important, to focus on motivational techniques when agents are remote. Managers need to find ways to motivate agents to high performance and help them feel like part of a team.

In fact, [90% of organizations want to drive high employee engagement](#) to help their employees stay motivated. This pays off in higher retention rates: 45% of employees are likely to stay longer at a workplace where they feel engaged and appreciated. In turn, about 21% of companies are more profitable and productive with a highly engaged workforce.

Knowing that it can be more challenging to motivate a remote workforce, Playvox research asked agents and managers to rate different motivational techniques on their effectiveness. Again, there's a disconnect in their feedback.



**For all-remote and hybrid workforces, there's a gap between what managers and agents say are the most effective motivational methods.**

Managers' ranking of motivational techniques:

- 1 Recognition by supervisors or upper management
- 2 Incentives such as gift cards or days off
- 3 Team social activities (agents ranked this #6)
- 4 Option to work remotely

Agents' ranking of motivational techniques:

- 1 Option to work remotely
- 2 Incentives such as gift cards or days off
- 3 Recognition by supervisors or upper management

## **Women Leaving The Workforce**

In times of high unemployment, it's important to be aware of different groups' challenges in working — even remotely.

Women were especially impacted by the pandemic, and many left the workforce as a result. Considering that [69% of service center agents are women](#), this has a massive effect on the pool of available employees.

Many women left the workforce to care for children, elders, or disabled family members. They may also have been working at a job they didn't like. This can especially be true of service center jobs, which can be frustrating as agents deal with upset customers. Service center positions also tend to offer limited career paths.



The [National Women's Law Center](#) finds that specific groups of women were also impacted: In January 2022, 3.6% of all women were jobless.

However, nearly 5% of Latinas and nearly 6% of Black women were unemployed. Women with disabilities were most affected, as nearly 8% of this group were jobless.

Managers need to be aware of these trends and support flexible hours and shifts for women and other employees who may need them. They also need to examine if they're showing any favoritism towards particular employees and be sure to treat all employees similarly.

## **Location Is Irrelevant**

[Service center managers](#) say that location is no longer an issue when hiring new employees because they don't need to be located within commuting distance. This broadens the potential employment pool and helps cast a wide net in finding potential agents.

"We're getting more candidates applying for jobs than we ever did before [by] supporting remote work because where they live is irrelevant," says Erin B., senior service center manager at a property management and home rental company.

Remote work also means that it's easier to employ agents who have disabilities or those with health issues that prevent them from coming into an office. Not only does this open up your hiring pool, but it also promotes diversity in your workforce that may "match" the diversity of your customers.

## **Become An Employer Of Choice**

Service leaders are struggling with hiring and retention in what has become a fiercely competitive marketplace for skilled employees. Becoming an [employer of choice](#) is important if you want to attract experienced agents and retain existing employees.



## 10 Questions To Evaluate Whether You're An Employer Of Choice

How do you become an employer of choice if you don't know where to start?

Here are some questions to consider:

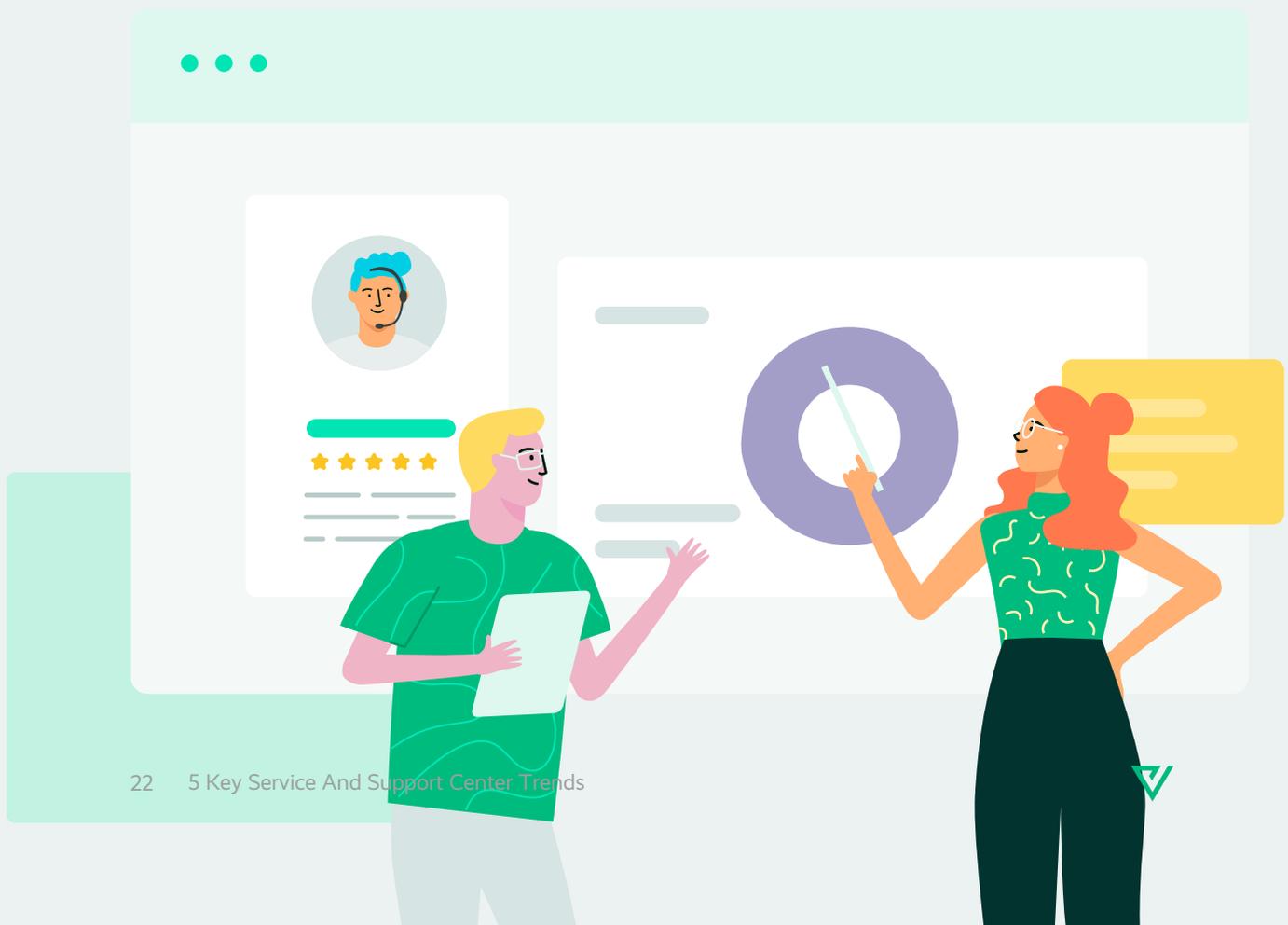
1. How can you make a hybrid staffing environment work for all employees? What will make your agents' work more meaningful?
2. Are you informing potential new hires if positions are remote? Playvox research finds that 49% of managers are using remote work as an incentive to attract new agents.
3. How are you differentiating yourself from companies with whom you're competing for the same agents?
4. Are your wages competitive, especially when considering rising inflation?
5. Are you providing agents with the technology they need for working at home or a stipend to purchase equipment? Are you paying for their internet service? Conversations with agents and managers reveal that most service centers don't pay for internet access. This could be a differentiator for your service center when it comes to hiring new agents.
6. Are you [involving remote agents in business decisions](#) that impact them? The fact that agents aren't in the building shouldn't prevent you from involving them in important decisions.
7. Are you focusing on coaching? It's often the first thing to go when a support center is overwhelmed with interactions or cutting costs. Be sure you continue to make time to coach and mentor agents.
8. Are you using a [quality management solution](#) to provide actionable feedback to both in-office and remote employees?
9. What is your organization doing to show your people that work-life balance is important?
10. Does your scheduling team use a [WFM suite](#) that allows your agents to do shift swaps automatically so agents can balance work and personal needs?



Being an employer of choice means offering both tangible and intangible benefits that incent agents to choose your service center as their new employer and retain your existing employees. It's the entire employee experience, including choosing the location where they work, taking advantage of equipment their employer provides, accessing high-quality training and coaching, and choosing the hours they work.

### **Take The Next Step**

It's more important than ever to evaluate, improve, and inspire agent performance. In this webinar, learn how to boost your team's performance, how to centralize and automate your QA process, and effective strategies for optimizing agents' performance across channels: [Building the Ultimate Customer Service Workforce: Train, Motivate, and Empower Agents.](#)



## Trend #5: Service Center Leaders Will Need To Adapt Their Management Styles To Support A Diverse, Intergenerational Workforce

Perhaps more than any other industry, the service center industry is composed of a diverse, intergenerational workforce. This wide range includes members of Gen Z, who are just entering the labor force, to older, more experienced workers, such as Baby Boomers.

### Generation Z

Born [between 1997 and 2012](#)

Age in 2022: 25 and under



### Millennials

Born [between 1981 and 1996](#)

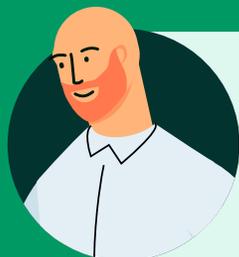
Age in 2022: 26 to 41



### Generation X

Born [between 1965 and 1980](#)

Age in 2022: 42 to 57



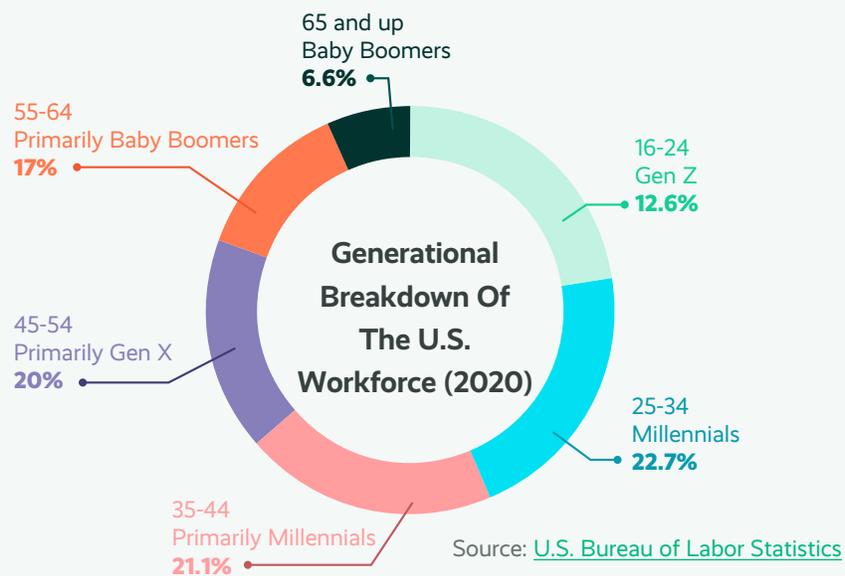
### Baby Boomers

Born [between 1946 and 1964](#)

Age in 2022: 58 to 76

It's important for supervisors to understand [how to manage this diverse, multigenerational workforce](#) and meet the needs and expectations of each generation.

The ramifications can be great: According to the U.S. Census Bureau, nearly 50% of the labor force is made up of Millennials and Gen Z workers. At the same time, more people than ever before are working past the typical retirement age of 65.



## Supporting Generational Work Preferences

Understanding each generation's work preferences is important for motivating them to their highest performance and driving employee engagement. It's also important to understand why these employees may choose to leave their employers and look for a position elsewhere.

### Gen Z

Gen Zers are digital natives who've grown up with technology and are comfortable multi-tasking. They're excellent at handling multiple interactions at the same time, such as typing chats while responding to social media posts. They also place less value on hierarchy than older generations.



It's important to engage this group as the [United States Bureau of Labor Statistics](#) reports that service center workers between the ages of 20 and 24 stay at their jobs for just a little over a year. Another study found that it can be especially challenging to convince 18- to 24-year-olds to work full-time from an office. [Seventy-one percent \(71%\) of that age group](#) said that "if my employer insisted on me returning to my workplace full time, I'd consider looking for another job."

## **Millennials**

The Millennial generation is divided into two groups: younger and older. Younger Millennials are just starting their work journey, while older Millennials have established careers.

Similar to Gen Z, younger Millennials are also comfortable using technology, such as chat and social media, to respond to consumers' inquiries. They're also adept at using different channels at the same time.

[A Gallup survey](#) found that Millennials ranked an organization's interest in their well-being as the top factor they look for in an employer. One way to demonstrate this is to offer flexibility in where they work and opportunities to grow.

## **Gen X**

This generation is highly adaptable and independent and doesn't want a manager who hovers or micromanages. In an [Ernst & Young survey](#), 56% of Gen Xers said they felt most included at work when they perceived they were trusted and respected. A hands-off approach is best for managing these employees.



## Baby Boomers

Baby Boomers are confident and competitive, and they associate [success in the workplace](#) with success in life. They value formality and respect and believe experience creates authority. They feel most included and appreciated when their life and work experiences are valued.

Many [Baby Boomers left the workforce](#) during the pandemic due to retirement. According to [research by Goldman Sachs](#), five million people left the workforce since the beginning of the pandemic and most were over age 55 (3.4 million). Researchers say 1.5 million of those older-worker exits were early retirements.

Though Goldman Sachs notes that retirement tends to be “stickier” than other labor force exits, some retirees could be ready to return to work with the increased availability of vaccines and the uptick in [work-from-home opportunities](#).

It’s important to be open to welcoming them back. Baby Boomers often possess qualities that are tailor-made for the service center. They value hard work and are naturals at building relationships, making them eager to nurture your [customer experience](#).



## Managing The Generations

Managers might feel overwhelmed keeping the differences between the generations straight, but a better approach is to focus on their common desires: having a job that meets their needs. Learning the methods each group prefers can lead to a more harmonious and productive work environment.

A [study by Harvard Business Review](#) reveals that it isn't generational differences that cause issues, but rather the generations' beliefs about their differences. Strong communication that focuses on what they have in common rather than their differences can bridge the gap.

Frequent, meaningful communication can also help employees feel included and valued. A [Salesforce survey](#) found that employees who felt heard were 4.6 times more likely to also say they felt empowered to do their best work.

## Best Practices For Workplace Communication By Generation

Generation	Prefer To Communicate Through	Want To Receive Feedback
 Gen Z	Text Messaging Apps Social Media	In real time
 Millennials	Text Messaging Apps Social Media Email	Often, but they're unlikely to ask for it
 Gen X	Face to face Email	Directly and quickly
 Baby Boomers	Face to face Email Phone calls	Regularly, in a formal setting

Sources: [NTT Data Services](#), [Gallup](#), [Purdue University](#), [Workforce Institute](#)



## Generational Channel Preferences

It's important to move beyond using just the phone for interactions because consumers are more interested than ever in interacting through digital channels, which means service centers need to employ agents who are comfortable with them. This makes it even more important to understand how to attract and retain younger agents who can support digital-first interactions and conversational CRM.

Both Gen Z and Millennials use text and social media frequently in their personal lives and they're used to multi-tasking, so assigning them to those channels makes sense. Gen X and Baby Boomers are comfortable with email, and Baby Boomers also like phone interactions.

This circles back around to offering frequent, [high-quality training](#) so agents are comfortable with the channels they're assigned. It also means using a [quality management solution](#) that helps managers understand where agents need further coaching and development.

## Take the Next Step

There are four distinct generations for service centers to manage, motivate, and train. Learn how to engage each generation based on its unique preferences in this webinar: [Generational Alphabet Soup: The Recipe to Support an Intergenerational Service Center.](#)



## Conclusion

The costs of ignoring these five trends can have a massive impact on your support center. Consider these statistics:

- **Cost of Replacing Agents**

Replacing agents can be costly. The [Work Institute recommends](#) estimating turnover costs at 30% of an employee's annual income. With an [average contact center agent salary](#) of \$42,947, that's almost \$13,000 per agent. Managers cost even more to replace at almost \$19,000.

- **Cost of Training New Employees**

Training new employees [costs an average of \\$1,071](#) per individual.

- **Cost of Acquiring New Customers**

Experienced agents lead to better customer service, and it's expensive to replace customers who've defected to competitors — as much as [six to seven times more](#) versus keeping the customers you already have.

These alarming statistics demonstrate that investing in technology solutions that support digital channels and enhance employee and customer engagement aren't just nice to have — they're a must-have. Even during times of high inflation and low unemployment with a possible recession on the horizon, it's important to double down. Prepare to do more with less, hire new talent, invest in remote work, and become an employer of choice.

During an economic downturn, it's easy to cut costs and degrade the quality of service. Don't fall victim to that temptation as you'll likely impact employees' efficiency and job satisfaction — and potentially deliver a negative customer experience.

A better strategy is to examine how technology, such as [workforce management](#), [quality management](#), [learning](#), [performance management](#), [gamification](#), and [coaching](#) solutions can help drive down costs and make your operations more efficient in terms of hiring and retaining agents and facilitating positive customer interactions.



## Generational Alphabet Soup: The recipe to support an inter-generational contact center

[WATCH WEBINAR](#)

## Improving the Contact Center Agent Experience with a Hybrid Workforce

[READ EBOOK](#)

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Playvox's powerfully simple workforce engagement management (WEM) solutions transform customer care. We deeply understand that exceptional employee engagement produces extraordinary customer experiences, and we love creating tools that help our customers unlock the full potential in every employee and every interaction. Playvox powers the world's fastest-growing brands and proudly serves expanding DX pioneers such as Noom, NuBank, SoFi, Stitch Fix, Twitter, and Zendesk. Our agent-empowering suite of scheduling, performance, learning, quality feedback, and gamification lives seamlessly in the modern support operations ecosystem with tools like Amazon Connect, Salesforce, Slack, ServiceNow, and Zendesk.

Learn more at [www.playvox.com](http://www.playvox.com).

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