

# Why Agents Hate Coming to Work



**Sheila McGee-Smith**  
President & Principal Analyst



**Sean Head**  
Product Marketing, Five9



Agent: How can I help you?

Customer: This is the 4<sup>th</sup> time I've called  
in the past hour!!!

Agent: I'm sorry.

# Customer Journeys Start on the Web or Mobile App



# Customer Journey Management

An aerial photograph of a two-lane asphalt road that winds through a lush, green valley. The road has a double yellow line down the center and white lines on the edges. The landscape is hilly with dense green vegetation and some trees. The sky is overcast and hazy.

**Starts as a Philosophy**

Agent: What is your account number?

Customer: I already entered it into the phone!!!

Agent: I'm sorry.



Google | www.five9.com

Ready (Call, VM, Text) 0:03

SOCIAL Queue (418) Mine (5/8)

Facebook Post Andrew Smith

ASSISTANCE

ASSISTANCE TELLIGENT

- Network Bandwidth
- Warranty
- Cable Modems
- High Speed Internet
- Service Reliability
- Transmission Clarity

Our standard package offers speeds ranging from 25 to 50 MBPS, and our premium package offers speeds ranging from 50 – 100 MBPS

Cancel Use Response

Author Profile Andrew Smith Fresno, CA

67% Public Influence 25% Corp. Influence 13% Spam Factor

abdrew.smith@gmail.com

History See All (32)

Email: Reservation Made 20/7/2014, 11:25 AM, Ann Simpo...

Social: No Answer 16/7/2014, 8:13 AM, Jake Williams

Social: No Signal 3/06/2014, 3:41 PM, Steven Parkins...

Chat: Abandon 1/06/2014, 12:18 PM, Ann Stone

Outbound Call: Busy 28/05/2014, 10:02 AM, Jeff Larkin

ACD Status: My Skills 6 Calls 42 Callbacks 11 Longest Wait 12:46 Details AHT 4:18 (vs. 3:29 Top Agent)

and always focus on resolution

Agent: I could work more shifts if it didn't take over an hour to get to work.

Supervisor: I'm sorry.





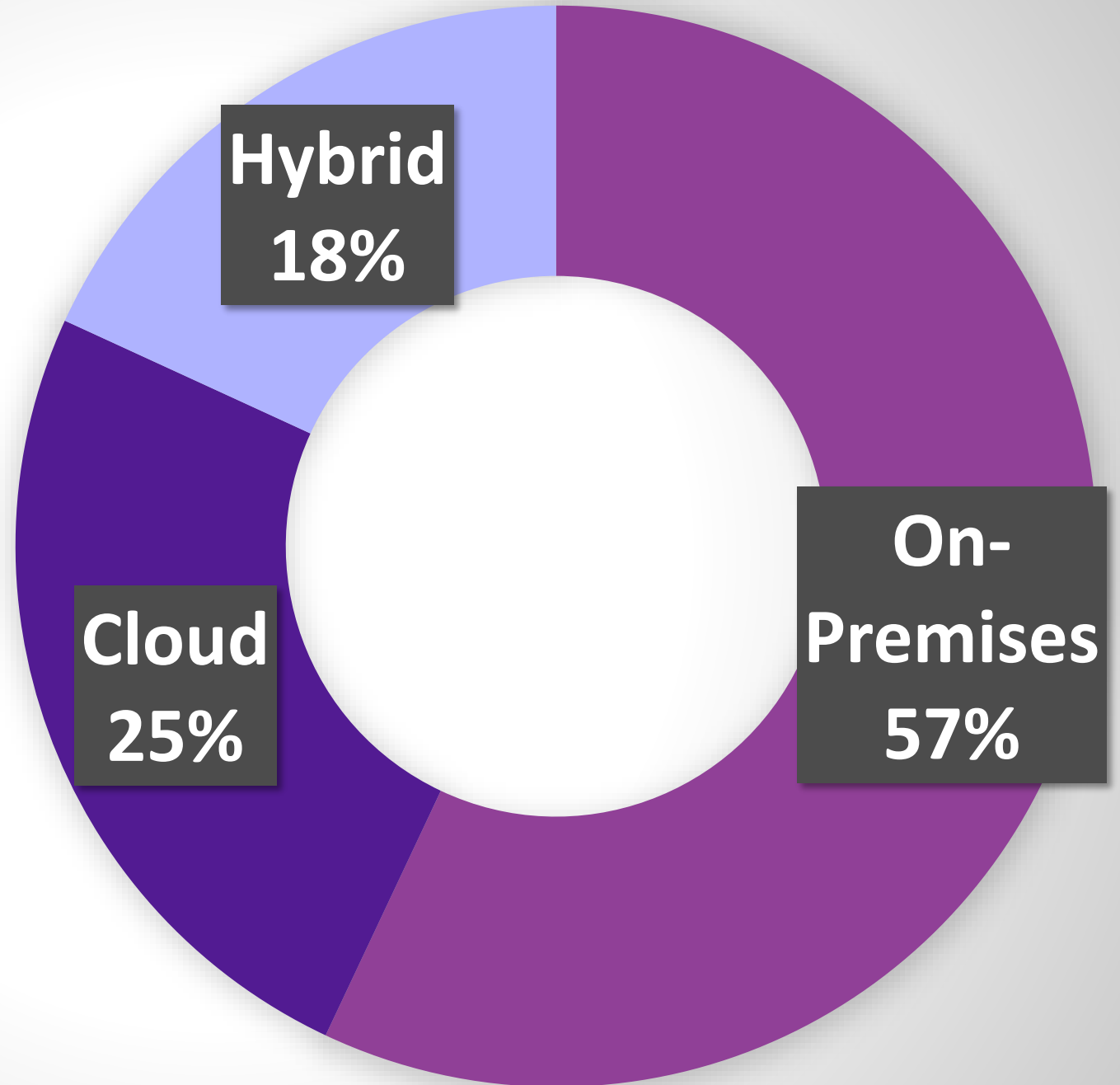
# Survey Question

**Is Your Current Contact Center:**

- Cloud
- On-premises
- No Contact Center
- Hybrid
- Not Sure



# Your Current Contact Center

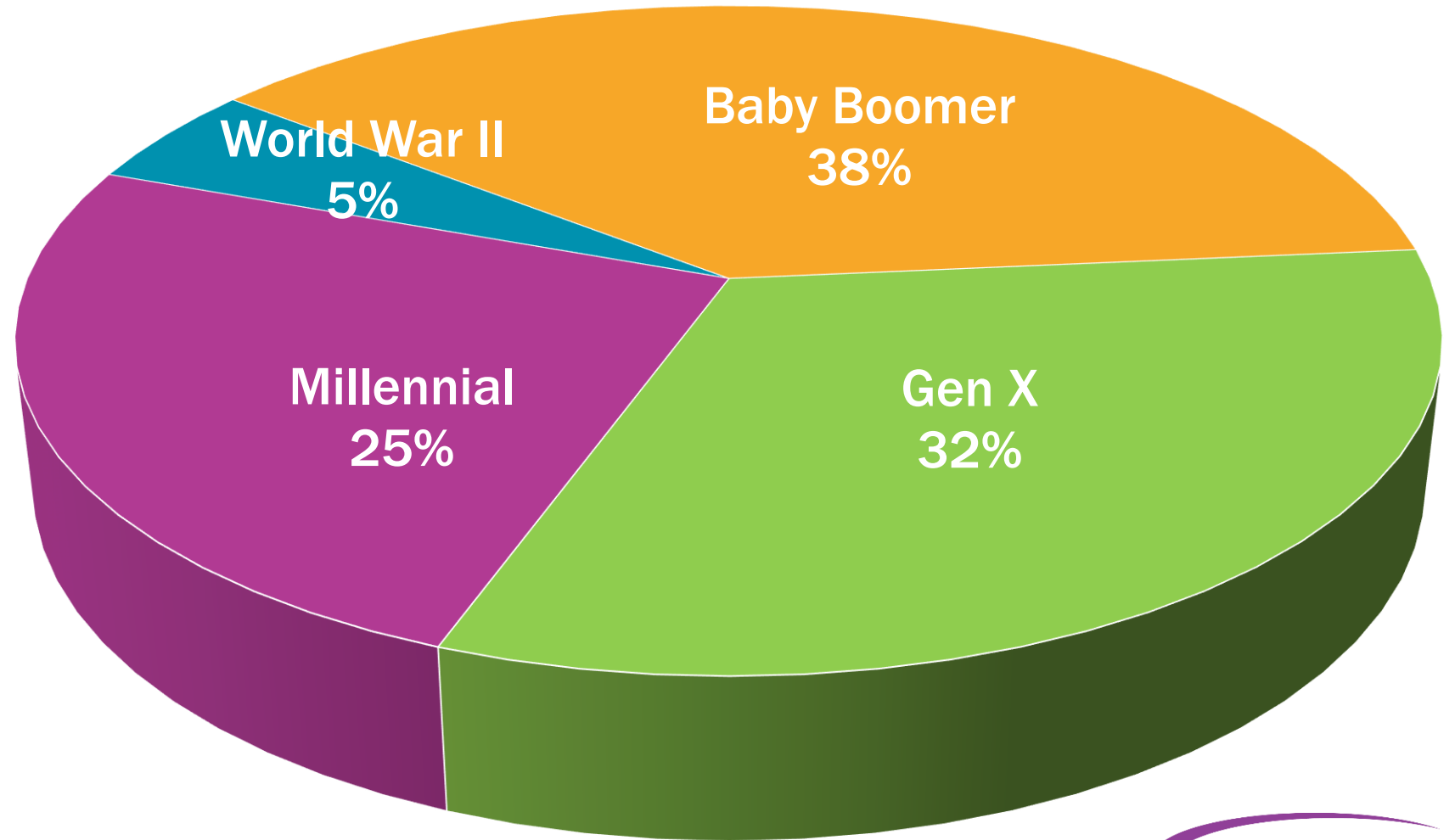


Agent: I'm so bored. Every call is like the last one.

Supervisor: I'm sorry.

# Generation Demographics: Workforce Participation

- World War II**  
Born 1945 and before
- Baby Boomer**  
Born 1946 - 1964
- Gen X**  
Born 1964 - 1980
- Millennial**  
Born 1980 - 2000



# Work-Life Balance

- Things important to Millennials include work-life balance, flexible scheduling, rewards for results, and options to work from home.
  - Are you implementing programs that improve your organizations' ability to recruit?



see my notifications and promotions

get a quick overview of my workload, compete over real-time metrics



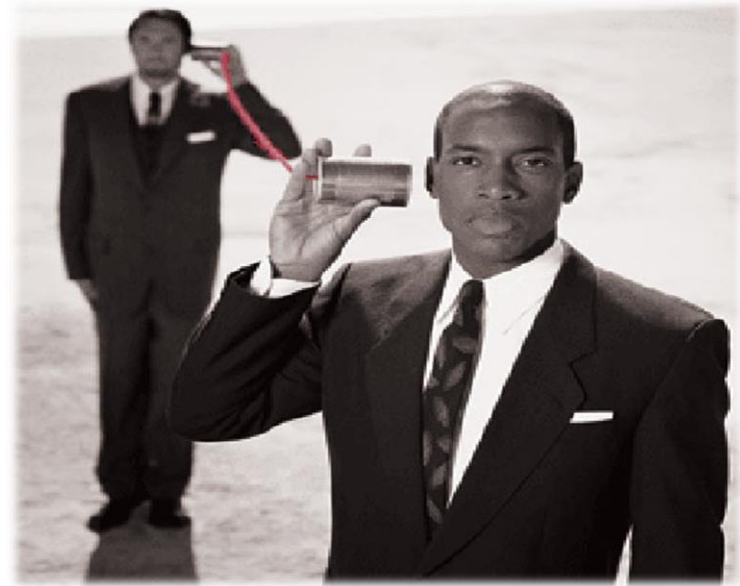
Customer: Why didn't someone contact me to let me know?

Agent: I'm sorry.



# Proactive Customer Care

- Customers only phone contact centers for 2 reasons
  - Get information
  - Get a problem resolved
- The challenge?
  - How to handle these calls proactively and effectively in a way that satisfies the customer and replaces inbound interactions



# Being Proactive is Relaying Information **You** Have But Your Customer Doesn't

What is the situation at the customer site or related to the customer condition or preference?

- "You have not yet signed up for a new plan"
- "Your health stats indicate need to change medication"
- "It's time to re-order your breathing masks"
- "New recommendations exist for your situation"

What is the situation at our company that affects the customer?

- "Water line broke"
- "Power outage"
- "Delivery is scheduled for tomorrow at 8 am"
- "Your application has been sent to a loan processor"
- "School is closed tomorrow"
- "Your credit card is being used in an unusual manner"

**Take Action**

**Results:  
Loyalty  
Avoid Costs  
Better Outcomes**

Agent: Customers are always yelling because I don't know how to help them.

Supervisor: I'm sorry.

# Super Agents



# Cross-Training

- Some companies prefer to train their agents to handle only specific channels
  - Web chat and E-mail
  - Clothing vs. Shoes
  - New customers vs. existing
- Create a program that increases cross-training opportunities across multiple centers in your business



## Agent Empowered

- Simplify all the complex & stressful applications
- Drive an engaging workflow with relevant information
- Stay in control, make decisions and drive resolution



## Customer Centric

- Understand the customer, like never before
- Help any customer, on their terms
- Be proactive, enriching the customer experience



Customer: I can't find the information I need on the web!

Agent: I'm sorry. Let me see if I can find it.

# Having a strong API strategy isn't just good software practice; it's good business practice

August 31, 2013 5:00 pm by [Deeter, Byron](#) | 0 Comments

*Byron Deeter is a partner at Bessemer Venture Partners. Disclosure: Deeter is an investor in Box, DocuSign, Twilio and SendGrid.*

In little more than a decade, application programming interfaces (APIs) have transitioned from relative obscurity to become the "digital glue" that empowers developers to create new software applications, partnerships and even new businesses. This business-to-developer (B2D) market is quickly becoming one of the fastest growing opportunities within cloud computing, and one we're particularly excited about at Bessemer Venture Partners.





Google | www.five9.com

Ready (Voice) 8:14

Five9

Actions Help

### CURRENT CALL

1

ABC Service Support

(510) 798-3935

Media Controls

HOLD MUTE

Record Call

Play Audio File...

END CALL

PERSONAL QUEUE 0

PARKED CALLS 0

### Live Call

Dean Washington Lee Industries

6:39

TRANSFER... SET DISPOSITION

CONTEXT HISTORY SCRIPT

Interaction Notes...

Primary: 5107983935

Alternate 1: 5107983996

Alternate 2: 9253107897

First Name: Dean Last Name: Washington

Company Name: Lee Industries

Street: 4070 Rosehill Place Ave

City: Dublin State: CA Zip: 94568

email address: dwashington@abc.com

CONNECTORS

- ABC KnowledgeBase (5)
- Inbound Voicemail: Unknown (03/06/2015, 11:42 am, Paul Howard)
- Inbound: Issue Resolved (03/05/2015, 4:11 pm, Paul Howard)
- Inbound Voicemail: Unknown (03/05/2015, 2:39 pm, Craig Hanson)
- Inbound Voicemail: Unknown (03/05/2015, 2:38 pm, Danny Wang)
- Inbound: Issue Resolved (03/05/2015, 2:36 pm, Danny Wang)

ACD Status: My Skills 2 Calls 0 Callbacks 0 Longest Wait 0:00 Details

get answers

Google | www.five9.com

Ready (Voice) 8:14

Five9

Actions Help

CURRENT CALL 1

Live Call Dean Washington Lee Industries 6:39


TRANSFER... SET DISPOSITION

ABC Cable Group Support

Ask For Help / Check for Compatible Upgrades / Contact Us

### Troubleshooting Wireless Networks

This article discusses troubleshooting wireless network problems, and will point to more specific articles as required.



Products are split into 3 sections

1. Home Routers
2. Wireless Access points
3. Wireless Extenders
4. Wireless USB Adaptors

(1) Home Routers

- a. Has the Router supplied Internet in the past? If not, can you refer to
  1. The Install guide supplied in the box.
  2. Product manual supplied.

These can be found by going to [support.abc.com/home](http://support.abc.com/home), enter the model #, and go to the particular product page.

ABC Cable Group Support

Ask For Help / Check for Compatible Upgrades / Contact Us

ABC KnowledgeBase (5)

CONTACT

Inbound Voicemail: **Unknown**  
03/06/2015, 11:42 am, Paul Howard

Inbound: **Issue Resolved**  
03/05/2015, 4:11 pm, Paul Howard

Inbound Voicemail: **Unknown**  
03/05/2015, 2:39 pm, Craig Hanson

Inbound Voicemail: **Unknown**  
03/05/2015, 2:38 pm, Danny Wang

Inbound: **Issue Resolved**  
03/05/2015, 2:36 pm, Danny Wang

Zip 94568

ACD Status: My Skills 2 Calls 0 Callbacks 0 Longest Wait 0:00 Details

# Poll Question

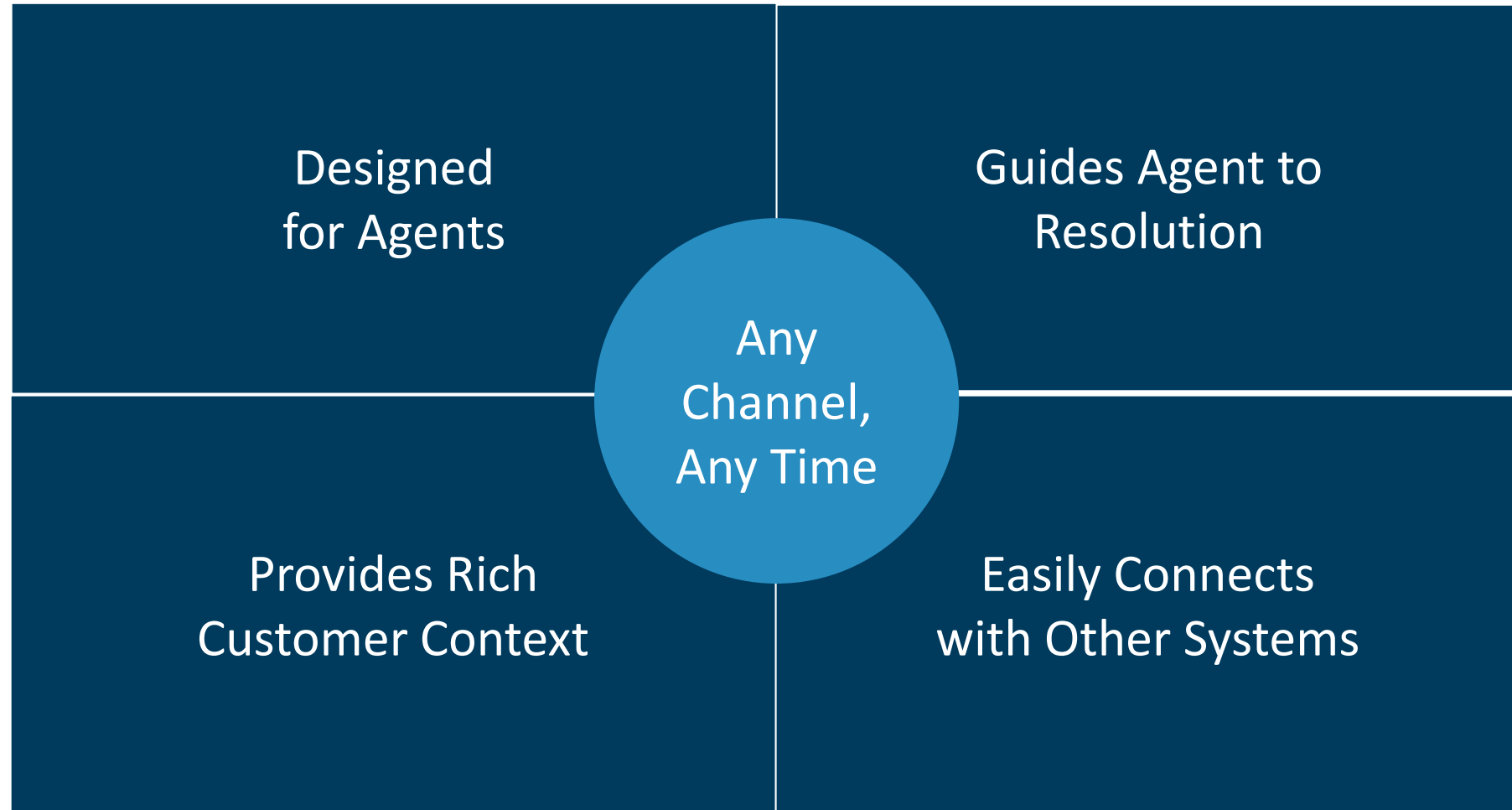
What is your highest priority new customer experience technology for 2016?

- Managing the Customer Journey
- Adding additional support media, e.g., chat or SMS
- Updating the Agent Desktop
- Continuing to get further into the cloud

# *Empower Agility*



# Five9 Offers a Complete Solution



# Questions?

## Contact Five9

- [info@five9.com](mailto:info@five9.com)
- 1-800-553-8159
- [www.five9.com](http://www.five9.com)

## Resources

- The Ugly Truth: You Suffer from Agent Apathy  
<http://connect.five9.com/agent-empowerment>