

The Benefits of Investing in Customer Service Agents



Action

- Automating mundane tasks through [chat](#), [IVR](#), or even AI

Benefit

- Time to focus on fulfilling, complex tasks that provide value, such as engaging with customers
- [47% of agents](#) rank engaging and conversing with customers as a top motivator.
- 37% of agents say the satisfaction derived from resolving service issues is their top motivator.



Action

- Providing tools, such as [knowledge bases](#), accessible [customer data](#), and [smart routing](#)
- Developing agents through comprehensive onboarding and ongoing training

Benefit

- More efficient and effective work that builds confidence in everyday duties
- 62% of customer service agents want ongoing training opportunities to help them grow and stay on top of the latest industry trends.



Action

- Investing in agent compensation, recognition, and workplace environment

Benefit

- Increased fulfillment and purpose through dedication to agent well-being



Action

- Providing promotions, increased responsibilities, and other incentives

Benefit

- Sense of accomplishment and community that drives loyalty and reduces burnout
- Two thirds of customer service agents want to climb the ladder to a management role, but 34% need clarity on how to get there.



Action

- Fostering a transparent and collaborative work environment
- Facilitating an inclusive workplace that connects agents regardless of location

Benefit

- Improved teamwork, trust, and connection with management and co-workers
- 17% of agents feel that the hierarchical environment of their company creates a divide between executives and frontline service agents.