

New Cultural and Generational Workforce Dynamics Drive Change

Employers should renew focus on how they engage, train, and retain essential team members.

Workforce Percentage of Millennials and Gen Z



A recent Frost & Sullivan survey shows **79% of organizations** have at least half of their workforce operating, at least partially, remotely. **57% expect this to continue in coming years.**

WORKFORCE ENGAGEMENT MANAGEMENT (WEM) IS INVIGORATING THE CONTACT CENTER MARKET

with benefits that reverberate across the organizational landscape, such as reduced costs, lower churn rates, and improved customer experience (CX).

TOP TRENDS THAT CONTACT CENTERS MUST BE AWARE OF TO ATTRACT AND RETAIN THE BEST TALENT:

A new generation of workers increasingly demands businesses with strong environmental, social, and governance policies.

Millennials and Gen Z have higher rates of education than any preceding generation, providing them with more bargaining power as employees.

Workforce engagement tools need modernizing to address remote workers and new, tech-savvy employees.

Churn rates at contact centers are **30-40%** on average.

Optimize Workforce Engagement and Productivity through Leading-edge Strategies

- ▶ **Augmenting traditional workforce optimization** processes through advanced WEM offers improved metrics, services, and employee experiences (EX).
- ▶ **Optimizing information technology (IT) teams** with advanced, cloud-based platforms and applications can help scale IT costs with use and allow remote agents to access them reliably and securely.
- ▶ **Stratifying agents** by product, customer need, or channel will improve productivity and performance. Advanced WEM solutions can facilitate agent specialization through:
 - Enabling smart routing interactions
 - Creating performance metrics specific to a specialist's functions
 - Ensuring consistent tracking of customer interactions across channels: chat, email, mobile app response, short message service (SMS)/text, or social media

A Frost & Sullivan survey of 661 contact center decision-makers shows that **IMPLEMENTING NEW WORKFORCE MANAGEMENT TOOLS** is the **TOP MEASURE THEY TAKE** to improve operations.

KEY TAKEAWAYS

Workforce engagement tools can provide the following benefits:



ACCELERATE
innovation in products
and services



IMPROVE
knowledge sharing
vastly across teams



INTERACT
with customers anywhere
that serves them best