



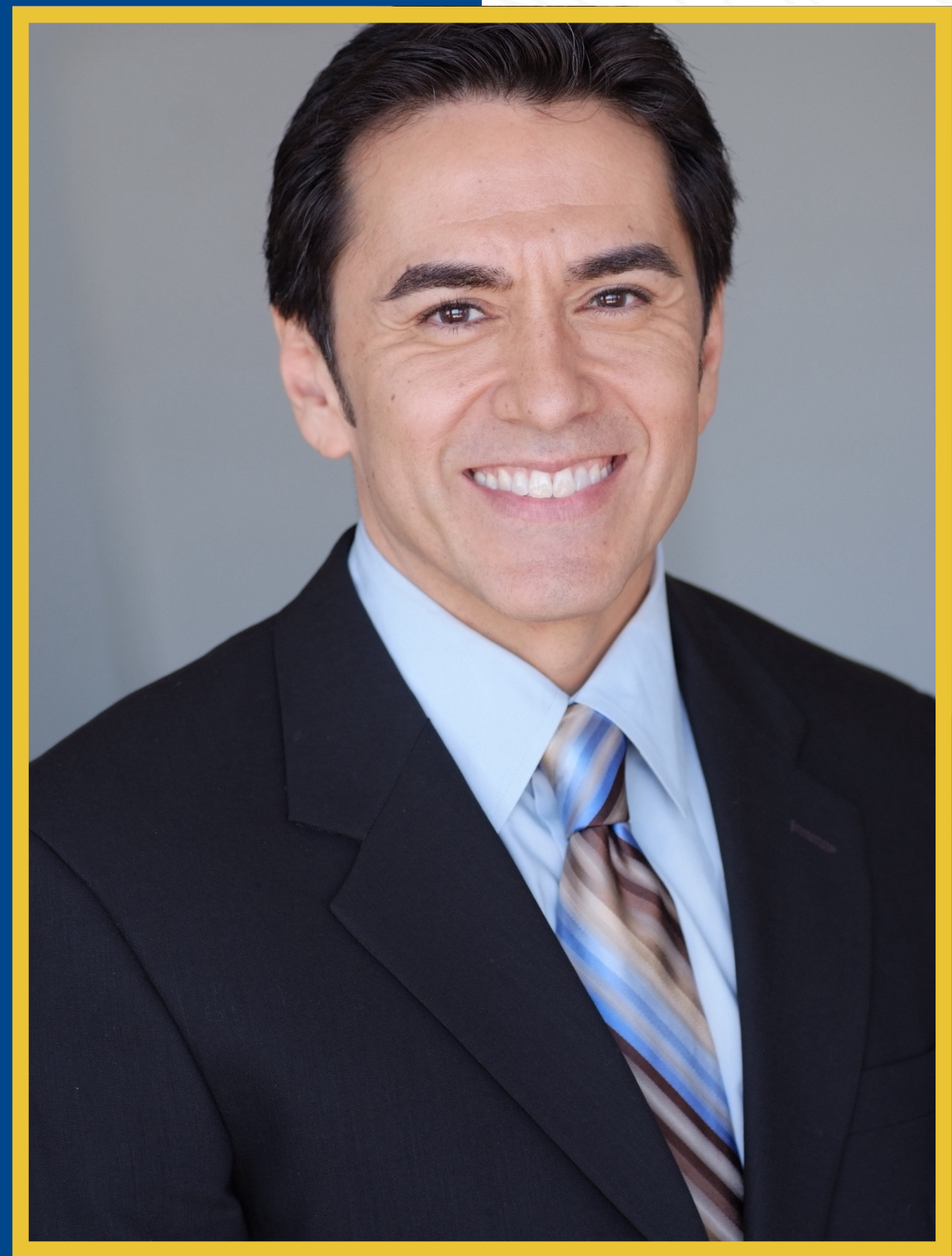
Why Are Agent/Employee Satisfaction Surveys Important?

2024

Presented by:

Sal Calderon

Director of Customer
Care Operations





An organization's success **is built on the efficacy of its teams.**

While organizations employ various metrics to measure agent productivity and performance, very few measure agent satisfaction.

This, of course, is a false notion, as agent satisfaction directly impacts:

- › Productivity
- › Customer Satisfaction
- › Absenteeism
- › Turnover

Did You Know?

- › Gallup's research uncovered that only **1 in 3 employees** state that they have all the pertinent resources needed to do their jobs.
- › **Low agent satisfaction levels can contribute to higher attrition rates.** As a result, organizations stand to lose money while hiring, onboarding and training new resources.
- › It's more important than ever to **pay attention to your staff and motivate them** on a regular basis.



No. 1

The number one reason people change jobs today is "career growth opportunities."



2 in 10

Only 2 in 10 employees strongly agree that their performance is managed in a way that motivates them to do outstanding work.



12%

Only 12% of employees strongly agree that their organization does a great job of onboarding.

A blue-tinted background image showing three office workers in a meeting. A woman with curly hair and glasses is on the left, looking down at a tablet. A man with a beard is in the center, looking towards the right. Another person is partially visible on the right. They are sitting at a table with a laptop and other items.

What is Agent/ Employee Satisfaction?

- › **Agent satisfaction** refers to the level of contentment, fulfillment, and happiness experienced by individuals in an organization
- › **Agent/Employee satisfaction** is the foundation from which you can obtain constructive information for suggestions, feedback on coaching and training, and help employee development
- › High levels of agent satisfaction are often associated with improved employee **retention, productivity, customer satisfaction, and overall performance**
- › The survey questions normally address such topics as **compensation, workload, management perception, flexibility, teamwork, morale, resources**, and many others

The Value of Honest Feedback

- › "When an agent complains, he is doing you a special favor; he is giving you another chance... You will appreciate the importance of this opportunity when you consider that the agent's alternative option was to desert you for a competitor." **Adapted from Bill Gates**
- › "Everyone talks about building a relationship with your customer. I think you build one with your employees first." **Angela Ahrendts, Senior VP Apple**
- › "If you want something to happen, you have to make people able and you have to make them want to." **Dr Steve Kerr, former chief learning officer of General Electric and Goldman Sachs**
- › "The greatest asset of a company is its people." **Jorge Lemann, co-founder Banco Garantia**
- › "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do." **Steve Jobs, CEO Apple**

Why Are Surveys Important?

Key reasons why Agent Satisfaction surveys are conducted:

- › **Employee Engagement** – Surveys provide insight into the agents' perception of their roles, work environment, and culture of the organization which ultimately leads to a more engaged workforce
- › **Identify Issues** – Surveys can serve as a way of identifying underlying issues or concerns the agents may have regarding workload, tools, resources, and communication channels
- › **Enhance the Customer Experience** – Satisfied agents are more likely to deliver great customer service by ensuring they are content and motivated in their roles
- › **Benchmarking** – Survey results are often benchmarked against industry averages so organizations can compare their performance and satisfaction levels with other groups in the same industry
- › **Continuous Improvement** – Feedback that is obtained from the surveys enables organizations to continuously improve their operations and policies

How Are the Surveys Distributed?

Surveys can be distributed through various channels depending upon the target audience:

- › **Online Surveys** – Using platforms such as Survey Monkey, Google Forms, or others, employees are emailed a link to the survey
- › **Focus Groups** – Surveys can be distributed in a group setting as part of a focus group discussion
- › Most surveys are **completely anonymous**. The focus group methodology is an exception, and this must be considered.
- › The survey can be provided from an outside source or internally

Company Wide Survey Process

Outlined below are the steps involved when going in-depth at the department level to measure agent/employee satisfaction and ways to improve:

- Interview the heads of each department/manager to review the survey process and answer any questions
 - Outline specific goals of the survey
 - Discuss what aspects of agent satisfaction you are measuring
- Meet with the Agent/Employee from the departments to explain the survey and the process
 - Communicate the purpose of the survey to agents/employees
 - Ensure anonymity to encourage honest feedback



Next Steps in the Process

- › Allow the agents a week to complete the online survey
- › Supervisors also complete the same survey
- › Collect and analyze the survey data highlighting areas of strengths as well as areas that need improvement
- › Review the survey results with the department head/manager
- › Review the survey results with the Agent/Employees in a team setting
- › Discuss the recommendations, issues, and successes with the department head/manager. Work with the department head/manager to determine what actions will be taken. Supervisors may be included as well in this meeting.
- › Publicize the actions taken
- › Follow up in 2 months with the Agent/Employees in a team setting to determine the outcome of the implemented recommendations

Areas Covered in the Survey We Used

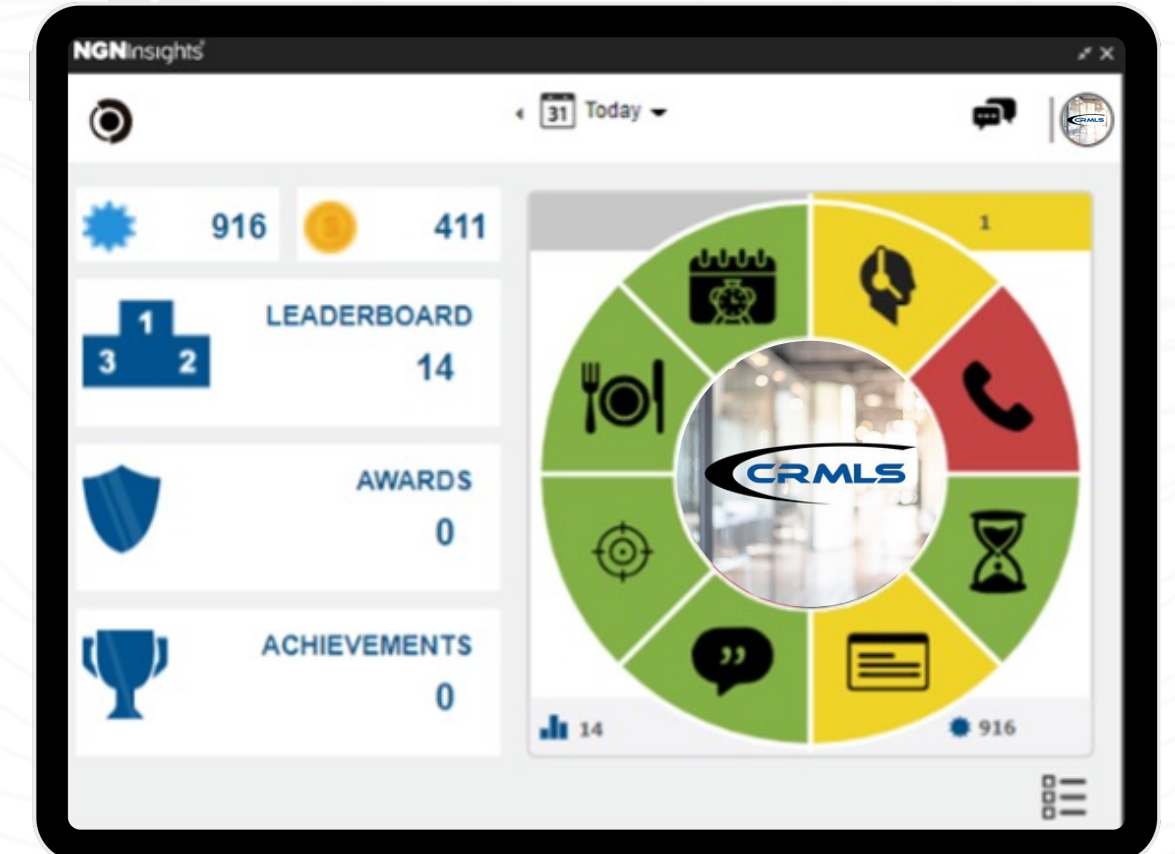
**These are the primary topics included in the survey.
There are also 3 questions within each topic that are more specific:**

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- › Leadership and Trust
 - › Work Schedule
 - › Teamwork
 - › Training, Coaching, and Evaluation
 - › Office Resources and Technology
 - › Expectations, Career, and Compensation
 - › Quality Process and Voice of Customer
 - › Recognition, Valuation, and Appreciation
 - › Direct Manager
 - › Communication
 - › Culture
 - › Work at Home
 - › General Information

NGNInsights Representative View

This method provides individuals with information about their actions in real-time, then gives them a chance to change those actions, pushing them toward better behaviors. It makes them self accountable for meeting the department's benchmark goals.

- › Increases Agent Utilization
- › Real-time coaching
- › Creates Agent Accountability
- › Drives Customer Satisfaction
- › Empowers Supervisors to Mentor
- › Improves Schedule Adherence
- › Lowers Agent Turnover
- › Identifies Top and Low Performers
- › Reduces Agent Idle Time
- › Reduces Customer Wait Time
- › Lowers Abandon Rates
- › Reduces Handle Time



NGNInsights Representative View

NGNInsights

Geoff Beckstrom
702-683-7373
Geoff.Beckstrom@groupon.com



NGNInsights is an agent performance, call/chat, and gamification platform. It gives Supervisors/Managers a quick visual of how an agent performs in real-time. NGNInsights utilizes simple visual benchmarks to motivate agent behavior and streamline the supervisor review process.

Benchmarks are set for a variety of KPIs. Tiles around the agent's photo each represent a KPI, and when the agent meets the KPI, the tile will remain green. The tile turns yellow when the agent is just outside the KPI target, and turns red when the agent has been outside the KPI target for an extended period. When a Supervisor/Manager sees an agent in red, they can monitor the call/chat to assist and provide real-time coaching.

Supervisors/Managers can pull daily, weekly, and monthly reports to determine if they see a trend in the agent's performance.



Questions?



Thank you