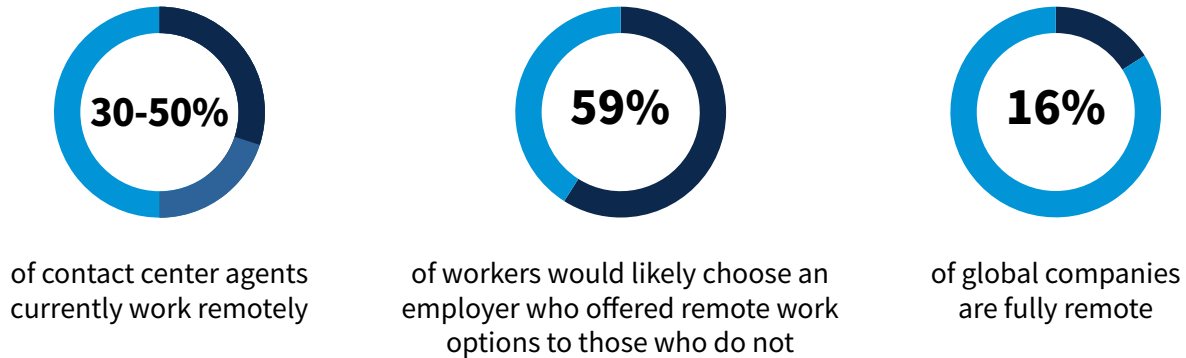




PRIORITIZING THE HUMAN EXPERIENCE FOR REMOTE CONTACT CENTER AGENTS AND WHY IT MATTERS



With few exceptions, remote work has remained strong in the contact center industry in the past few years. It's estimated that 30-50% of contact center agents currently work remotely, more than double the **global average of 16%**. Agents are perfectly primed for this kind of work, considering a staggering 59% of workers would likely choose employers who offer remote work options to those who do not.



If the ability to work remotely was enough, the industry still wouldn't have a notoriously high turnover rate. Enterprises remain trapped in a revolving door of hiring and training agents only to see them leave, costing **up to \$20k per agent**. These frontline workers face abnormally high physical, emotional, and mental exhaustion from prolonged work-related stress. Demanding performance quotas, difficult customer interactions, long working hours (yes, even from home), and little control over high workloads...it all piles up. For remote agents, there's the added isolation and distractions of working from home: sharing a workspace with others, dogs barking, construction work outside, and so on.



It costs between
\$10,000–\$20,000
 to replace a call center agent

Reducing agent burnout is a top priority for contact center leaders, and technology naturally seems to be the answer. Is it, though? Yes and no. We can't lose sight of the human experience (HX), which is a crucial factor of the agent experience that inherently drives the customer experience. This guide will look at the special role technology plays in supporting this dynamic, particularly for remote contact center agents, with key examples from Avaya and its customers.

You can throw millions at anything and everything cloud, AI, and automation – and enterprises are – but these investments in innovation can't eliminate the human element of agent experience.

Enterprises need to pursue innovation in a way that allows them to enhance this integral human element. In today's experience economy where experiences take highest priority, the greatest value intersects with where enterprises have their most valued and expensive asset: their people.



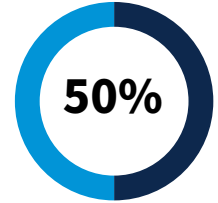
In the world of customer service, investments in innovation are typically geared toward customer experience, operational efficiency, and output. For example, using cloud-enabled tech like AI and automation to reduce average handle time and first call resolution to drive down costs and help agents succeed. These considerations are necessary for operational improvements, however there are additional ways to innovate the human experience of agents.

Here are three ways companies can use AI to improve the human experience of agents to drive retention, reduce turnover, and create better overall outcomes:

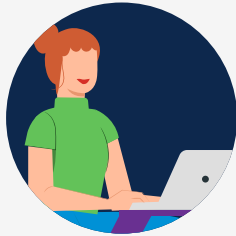


#1: AI emotion tracking

Over 50% of large employers in the U.S. now use AI-powered emotion tracking to better understand employees' internal states.



Avaya's innovation without disruption approach enables enterprises to integrate this innovation into their existing platform, public cloud, private cloud, on-prem, or hybrid environments to make services like mindfulness training, encouragement bots, and exercise scheduling accessible right from each agent's desktop.



#2: "Bring the team" to the agent

A powerful suite of AI tools including AI Agent Assist, translation and transcription, and automated wrap-up supercharge performance and create a more connected environment where remote agents can get the information they need anytime from anywhere. Agents can also easily reach into the organization to access subject matter experts when needed, including experts from outside the contact center, and bring them into customer interactions when needed.



#3: Gamification

Gamification (the application of game-playing elements like point scoring, competition with others, and rules of play for agent training and engagement) is not new, but the technology continues to rapidly improve – offering exciting new possibilities to engage remote agents, communicate goals, measure and acknowledge achievements, and inspire collaboration. Avaya's innovation without disruption approach allows enterprises to rapidly leverage data from across their contact center to move beyond prizes and badges to deliver impactful gamification programs comprising goals, competition, social interactions, rewards, and coaching for the new, flexible world of work.

How Avaya Customers are Benefiting

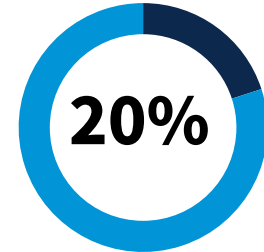
A well-known brand in Australia’s travel and tourism sector has one of the industry’s strongest retention rates because of its ability to balance innovation with human experience.

The company credits its team community culture and remote/in-office flexibility, with Avaya’s technology working behind the scenes to keep everyone connected, supported, and meaningfully engaged.

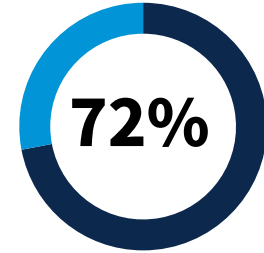
Large and well-respected supplemental insurance provider, AFLAC, reduced agent attrition by 20% and boosted tenure of agent specialists by 72% in 18 months by keeping an agent-first mindset.

One way the company marries innovation with human experience is using intelligent call routing to ensure specialty care for first-time critical-care clients. Avaya helps to make sure that in the background, callers are directed to a specialized team of experts capable of working with patients who are very vulnerable. Post call, the software is smart enough to ensure that these agents who have likely been through a very challenging and vulnerable conversation are scheduled away from the phone so they have a chance to get a mental break.

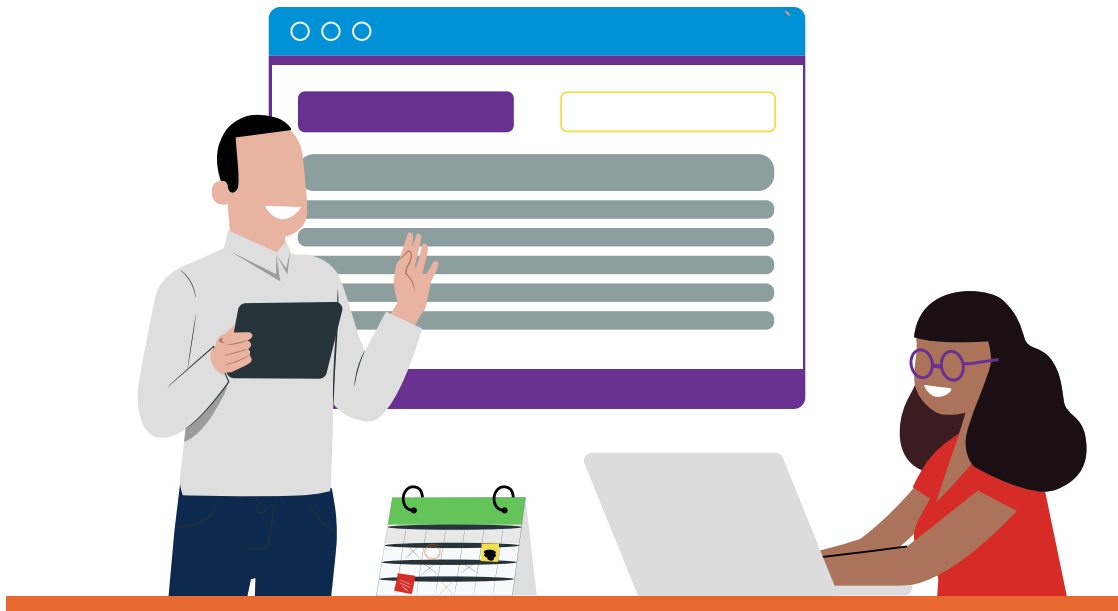
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What is Avaya's Innovation without Disruption Approach, and How Does it Enable Enterprises to Innovate Around Human Experience?

The routing and administration infrastructure in most enterprise environments is intricate and complex. These organizations shouldn't have to abandon the major investments they've made in existing strategic on-premises solutions in order to get to new cloud-enabled technologies such as AI. The goal is rather to augment this existing environment.

This is what Avaya's **Innovation without Disruption** approach encompasses.



No need to risk resiliency to consume new technology.

Instead, enterprises can continue operating seamlessly while consuming innovation on their terms – driving down change fatigue and delivering tangible business performance results faster.



No need to rip out what's working to embrace innovation.

Instead, enterprises' core CX or contact center platform acts as the integrator of new innovation.



No need to blindly chase trends and risk disruption.

Enterprises can let innovation come to them, specifically by working with partners who can deliver an integration experience that allows them to consume new technologies in a way that makes sense for their business.

Innovation needn't unnecessarily impact stability, and Avaya's innovation without disruption approach proves it. Start strategizing around the human experience to improve the agent experience, the customer experience, and drive business performance results faster without forcing a complete platform shift to the cloud.

[Learn more about how Avaya removes the barriers to innovation and clears a path to tangible business results faster.](#)

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