



Proactive Employee Re-engagement

Reducing Attrition While Improving
Performance

Proactive Employee Re-engagement

Reducing Attrition While Improving Performance

Executive Summary

Aside from dramatic reduction of churn likelihood, a recent study of agents who received interventions uncovered the following benefits:

- AnswerOn interventions improve KPIs of agents the month following an intervention
 - FCR improvement of 2.05% vs peers
 - SAT improvement of 7.07% vs peers
 - WTR improvement of 10.84% vs peers
- AnswerOn interventions also improve AHT performance of agents the month following an intervention
 - AHT is 16.5% better in the month after intervention

Additional Benefits of the AnswerOn Retention Initiative

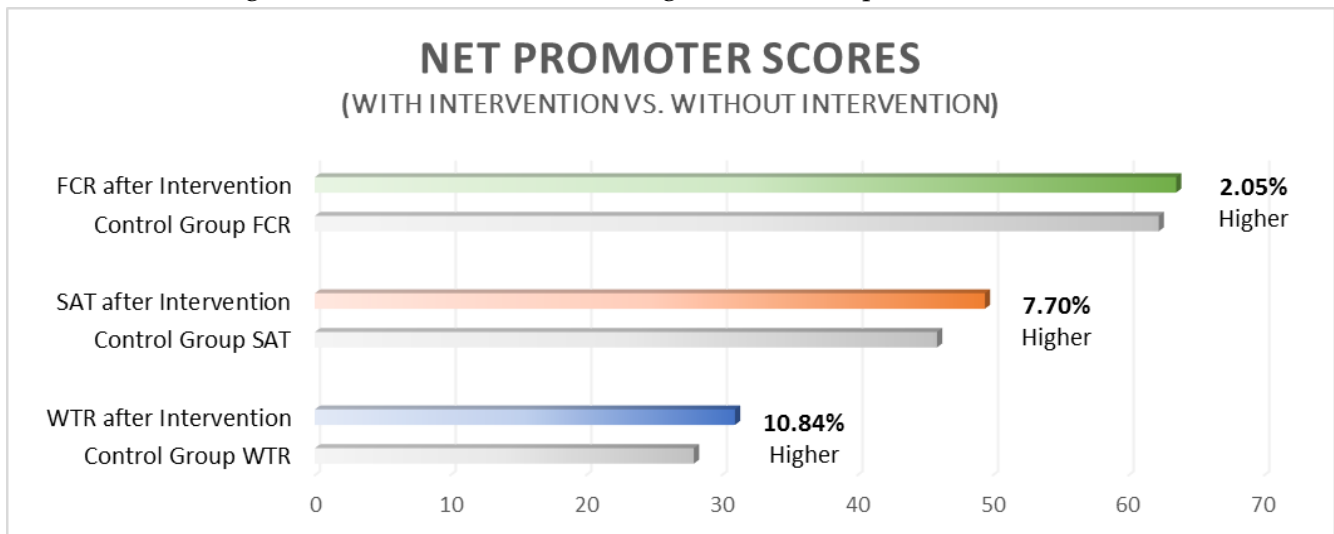
It has been proven that AnswerOn is able to effectively reduce CSR attrition using predictive models coupled with a prescriptive analytics solution targeted toward matching the best coaching package with each high-risk agent. Our research shows this is not the only benefit gained from retaining agents using the AnswerOn solution. AnswerOn measured the impact of receiving an intervention on various performance metrics spanning a six-month period to quantify the net impact of saving an agent through re-engagement. AnswerOn analyzed Average Handle Time (AHT) as well as three key Net Promoter Score metrics; Willingness to Recommend (WTR), Customer Satisfaction (CSAT), and First Call Resolution (FCR).

Improved Performance Metrics

Willingness to Recommend (WTR), Customer Satisfaction (CSAT), First Call Resolution (FCR)

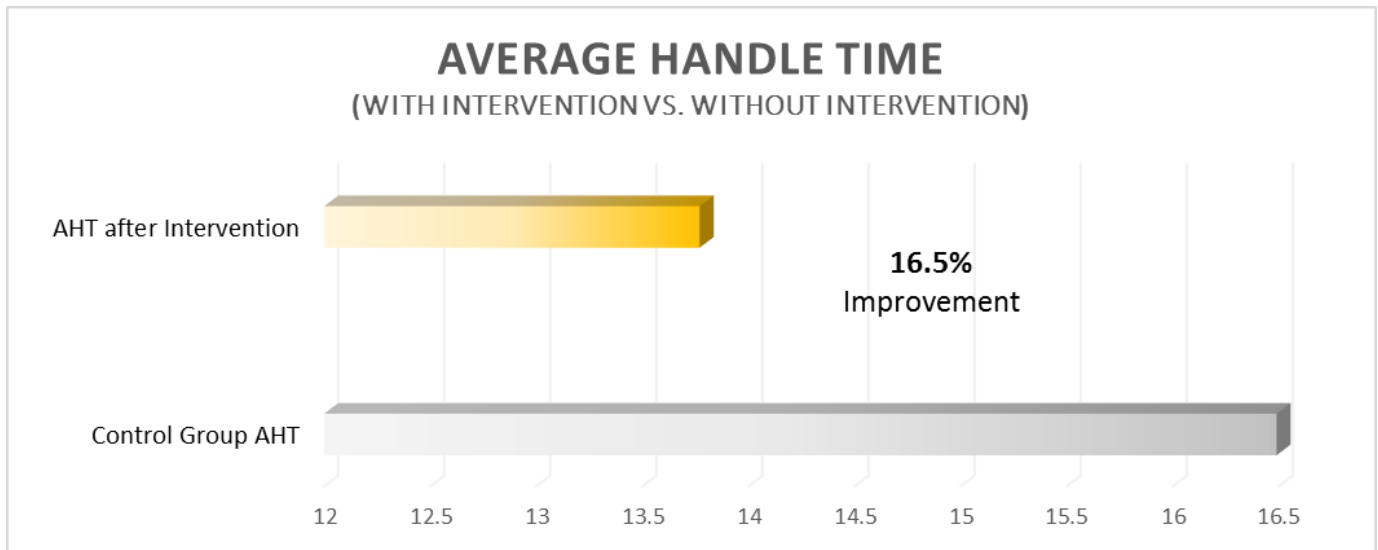
Using data from June 2016 through December 2016, AnswerOn measured the scores of high risk agents who were strategically re-engaged by their managers via AnswerOn's proactive interventions. Those scores were compared to agents at the same location and call type who were not high risk did not have an intervention with their manager during the same period. Our analysis only considers agents with greater than 90 days of tenure to eliminate the natural improvement of low tenure employees. Aside from a dramatic decrease in attrition of agents predicted high risk (over 250% improvement in churn

rate compared to high risk individuals who did not receive interventions in the same time frame), AnswerOn measured significant improvement in each of the three metrics studied. Agents who received targeted AnswerOn interventions one month prior had 2.05% higher FCR scores, CSAT scores that were 7.70% higher, and WTR marks 10.84% higher than their peers.



Improved Average Handle Time

During the same six-month period of analysis (June to December 2016), AnswerOn analyzed the AHT of agents with more than 90 days of tenure. Like the KPI analysis, AnswerOn measured AHT numbers of agents who received interventions one month ago and compared them to those who did not receive any intervention. Agents who were not proactively re-engaged via AnswerOn interventions measured an AHT of 16.49 minutes. For the same call types, agents who were targeted as high risk and re-engaged via the interventions just one month prior had an AHT of 13.77 minutes, which is a 16.5% improvement over their peers.



Summary

Proactive and prescribed interventions conducted with high risk agents have more benefits than dramatic reductions in churn likelihood. Through this research, AnswerOn has measured the true impact of taking a disengaged agent, and re-engaging them via targeted and deliberate interactions at the right time. One of the remarkable things about this analysis is the comparison to the control group. In this case, the control group was made up of non targeted (i.e. not high attrition risk) agents. The control group was compared to disengaged agents targeted by AnswerOn and then RE-engaged. In other words, a re-engaged agent is better than a statistically average agent.

The month following an intervention leads to increases in several KPIs as well as reduced handle time which leads to increased efficiency and profitability on the phones. Agents who are saved from churning via AnswerOn interventions can go from high risk and disengaged to high performing agents within one month. The net financial impact of converting disengaged high-risk agents into highly engaged and high performing agents should be measured and compared to the profitability of the low tenured agents who would have to replace them. The total value of AnswerOn interventions over and above the amount of money saved from proactive retention is at least 50% greater than previously thought.