

FINANCIAL SERVICES INSIGHTS

The Impact of Isolation on Contact Center Agents

Contact centers face a hybrid work dilemma. Work-at-home agents feel disconnected from HQ, but no one wants to return to office. Yet the need for collaboration, training and support is greater than ever. Customer calls are getting more complex, and the firm's brand is on the line.

What's going wrong?

INDUSTRY CONTEXT:

CONTACT CENTERS MUST HUMANIZE REMOTE WORK TO KEEP AGENTS HAPPY AND MEET CUSTOMER WANTS

- ▶ Financial providers are doing an excellent job of transforming traditional call center operations into versatile, omnichannel communication hubs. What's missing is the human connection.
- ▶ The transition to cloud platforms like Genesys, Salesforce and Five9 enabled call centers to meet work from home demands but at the cost of increased agent isolation.
- ▶ Agents meanwhile face a surge in call volume of an increasingly complex nature. Customers initial reluctance to do business remotely is fading fast in return for a more personalized digital experience that can provide specialized banking and financial services.
- ▶ Training and support is necessary to meet these heightened customer wants, but the hybrid work model is reducing in-person interactions and collaboration. Call centers are reluctant to demand a full return to office to retain cost savings and stabilize climbing agent attrition rates.
- ▶ Agents that feel overwhelmed and disempowered jeopardize customer loyalty as contact centers increasingly become the de facto front line between your brand and customers.

KEY STATS:

86%

Percentage of contact centers that plan to implement permanent work-from-home models¹

62%

Percentage of call center staff that feel loneliness impacts their happiness at work, up 8 percent from 2020²

86%

Percentage of execs that rank agent engagement a top factor in delivering customer experience improvements³

POLY INSIGHT:

The contact center hybrid work model is here to stay. **Empowering agents to work from anywhere** while mitigating any of the negative social effects is a new competitive differentiator — to keep workers happy, create positive customer interactions and protect your brand.

The challenge moving forward is how to replace daily face-to-face communication and physical interactions with virtual collaboration channels that **foster human connections** and remote engagement. Contact centers that provide professional-grade audio and video equipment elevate these virtual interactions and humanize agents remote experience with colleagues and customers, both of which increasingly expect a premium digital experience for their loyalty.

MAKE YOUR NEXT MOVE WITH POLY

To minimize agent isolation contact centers must:

- ▶ Achieve 'Meeting Equity' with remote staff
- ▶ Reskill/upskill agents to perform more rewarding work
- ▶ Preserve team culture as hybrid work becomes permanent
- ▶ Democratize access to training and support

Schedule a call with an expert today to learn the secret behind each strategy

> [Contact Us](#)

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1. JD Power 'Work at Home Customer Service Model...' Customer Advisory Insight (2020)

2. 5th Talent 'Contact Center Industry Work at Home Study' (2021)

3. NICE inContact 'Improving Agent Experience is Essential...' (2020)

HOW POLY EMPOWERS AGENTS FOR HYBRID WORK SUCCESS

WORK-FROM-HOME

PROFESSIONAL VIDEO

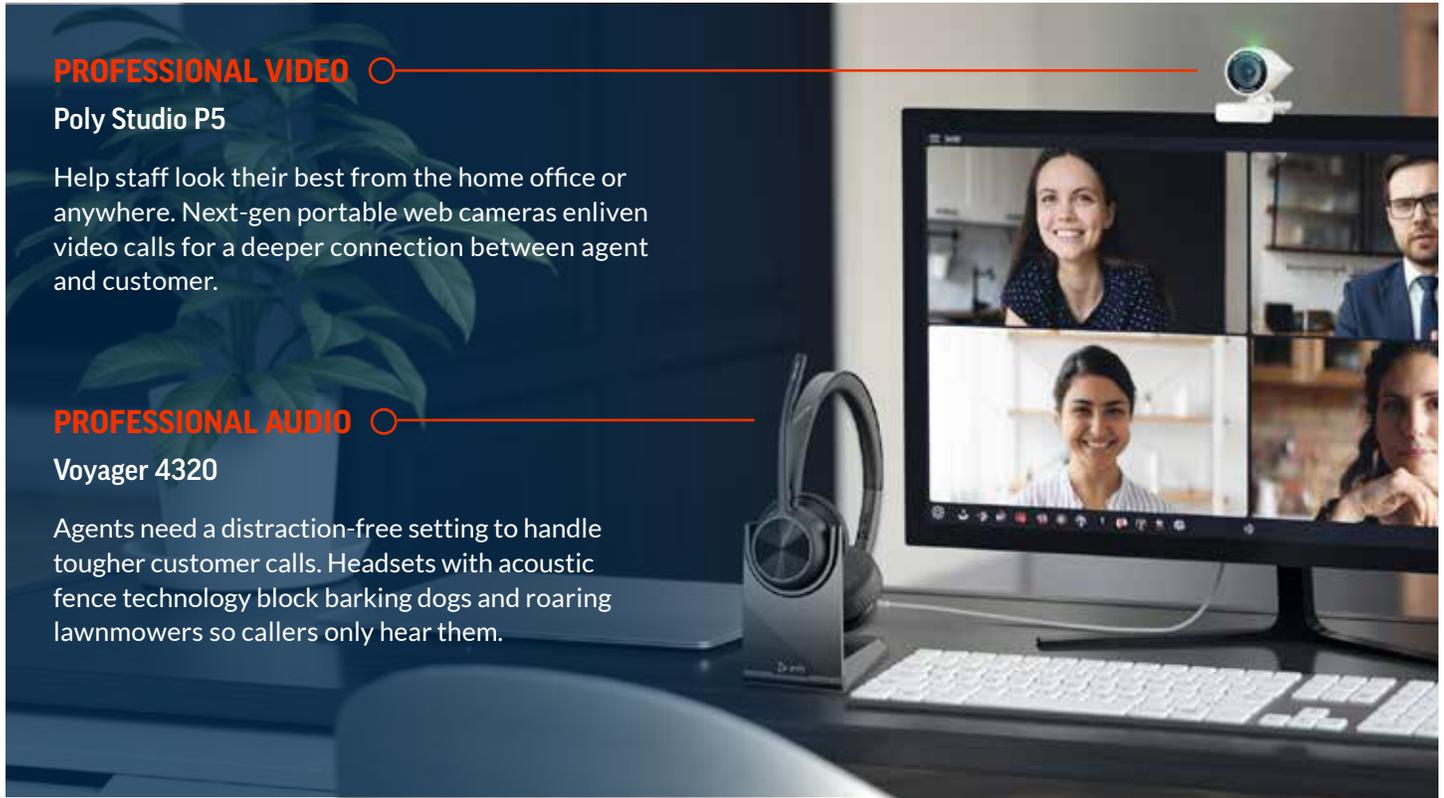
Poly Studio P5

Help staff look their best from the home office or anywhere. Next-gen portable web cameras enliven video calls for a deeper connection between agent and customer.

PROFESSIONAL AUDIO

Voyager 4320

Agents need a distraction-free setting to handle tougher customer calls. Headsets with acoustic fence technology block barking dogs and roaring lawnmowers so callers only hear them.



IN-THE-OFFICE

NOISE-BLOCK HEADSETS

EncorePro 520

The contact center can be loud and busy. Comfortable all-day use headsets with noise-block technology help agent focus to avoid feeling overwhelmed.

PLUG & PLAY DEVICES

DA85

Minimize friction between the home office and on-site. Digital headset adapters enable agents to take soft-phone calls from any PC, no matter the USB port.

