

Slash the **cost** of agent attrition



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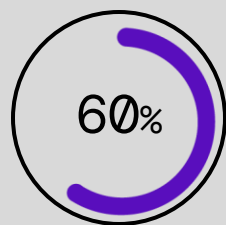
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An unsustainable **problem**

In contact centers, high turnover is nothing new. But agent attrition is worse than ever, and it's costing businesses a small fortune.

Labor costs already make up the bulk of a contact center's budget. With a high churn rate, the cost of labor balloons even further.

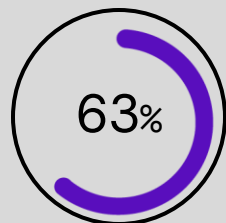


60% of agents plan to leave their job in the next 6 months³

How many of them are in your contact center?

CX leaders have tried a lot of solutions, but nothing they've thrown at the problem is curbing the churn rate – or the cost. Agent vacancies mean customers wait longer to get the help they're seeking, so satisfaction and loyalty take a hit. Those empty seats need to be filled, and that means recruiting, hiring, and onboarding costs. New hires are less effective than experienced agents, so productivity and efficiency decrease.

Between out-of-pocket expenses, lost productivity, and damaged brand loyalty, the costs of high agent attrition aren't sustainable long term.



63% of contact centers face staffing shortages²





\$20,800

the combined costs for hiring, training, lost productivity and CX impact every time an agent quits³



How much is agent churn costing you?

Let's do a quick "back of the napkin" calculation. The cost of replacing an agent varies from one company to another, so let's use a conservative cost estimate. Consider a company with 200 agents, a 30% attrition rate, and a cost of \$15,000 to replace each agent.

	x		x		=	
200 agents		0.30 attrition rate		\$15,000 replacement cost		\$900,000 each year



That's **\$900,000** gone, spent on agent churn.

CALCULATE YOUR COST

Get a **quick estimate** of how much agent attrition is costing your business.

_____	x	_____	x	_____	=	_____
# of agents in your contact center		Your agent attrition rate		Your average cost to replace an agent		Your cost for agent churn each year



If your replacement cost did not factor in lost productivity or customer loyalty, keep in mind that **your real cost is even higher** than you've calculated here.

What *isn't* working

For many years, CX leaders accepted high agent turnover as an unavoidable fact. But with rising costs across the board, increasing interaction volume, and a shrinking pool of agents, it's time to stop accepting the problem and start fixing it. Contact centers have tried to do just that.



Workforce Engagement Management

Vendors of WEM solutions promise they will improve engagement and keep agents from leaving. But many employees dislike the increased surveillance. And studies show that coaching an agent more than once a week actually increases their likelihood of quitting.¹



Outsourcing to BPOs

An estimated 55% of companies outsource part of their customer care operations, and 47% of those organizations expect to increase their outsourcing over the next two years.⁴ Outsourcing might decrease the churn rate among your remaining agents. But attrition remains high at BPOs, which just makes high turnover someone else's problem to manage.



Flexible work arrangements

By 2023, 69% of contact centers had a work-from-home option for their agents.² And as forecasting and scheduling software have improved, many companies have begun offering more flexible scheduling, including shift trading. Nevertheless, agent turnover continues unabated.



Agent assist and chatbots

Agent copilots and other real-time assistance increase efficiency to some degree, but even among veteran agents, there's a limit to how many calls or chats they can handle. And chatbots aren't picking up enough of the slack. Many customers avoid them, and only 1 in 3 companies feel satisfied with their value.⁵

All of these solutions come with **additional costs**, so you've increased your spend. But you're still left with high attrition.

\$130 billion

increase in CX spending since 2019,
with no reduction in agent churn⁶

Why agents still leave and the **churn continues**

Much of the research into agent attrition focuses on factors that affect employee engagement, like company culture, transparency in performance evaluations, and work-life balance. As a result, technology vendors have created solutions that address those very issues. Some of them do a good job of improving engagement. But that still doesn't move the needle on agent turnover.

So, why are agents still quitting? Here's the bottom line.

Being a customer service agent is hard and often, not very pleasant. Days are packed with call after call, chat after chat, sometimes with frustrated or angry customers. It's an endless grind of repetitive tasks and difficult conversations. Every interaction is timed, every minute tightly scheduled, including bathroom breaks. And every moment is infused with the pressure to work quickly without shortchanging the customer experience, even when the customer is rude or belligerent.

No amount of automated coaching, gamified performance dashboards, or shift trading flexibility will change the fundamental nature of the job. And even with real-time assistance the agent's job remains stressful. To compound the problem, most agents have few options for career advancement.

No wonder agents still burn out and leave.



**Being a customer service agent is
hard and often, not very pleasant.**

What agents experience

ASAAP partnered with the University of San Francisco (Marketing Intelligence) to better understand the agent experience. Through surveys and in-depth interviews, here's some of what we learned.



81% have experienced verbal abuse by customers



36% have been threatened with violence by customers



21% of female agents have been sexually harassed by customers



Every call center has their own metrics. And everyone wants to be best in class, it's what a lot of companies say...it doesn't really mean anything. If you have to force those metrics, you can't really fully help a customer because you have to be within those metrics.

Sarah,
Agent with 7 years experience



9% of male agents have been sexually harassed by customers

What if agent churn no longer mattered?

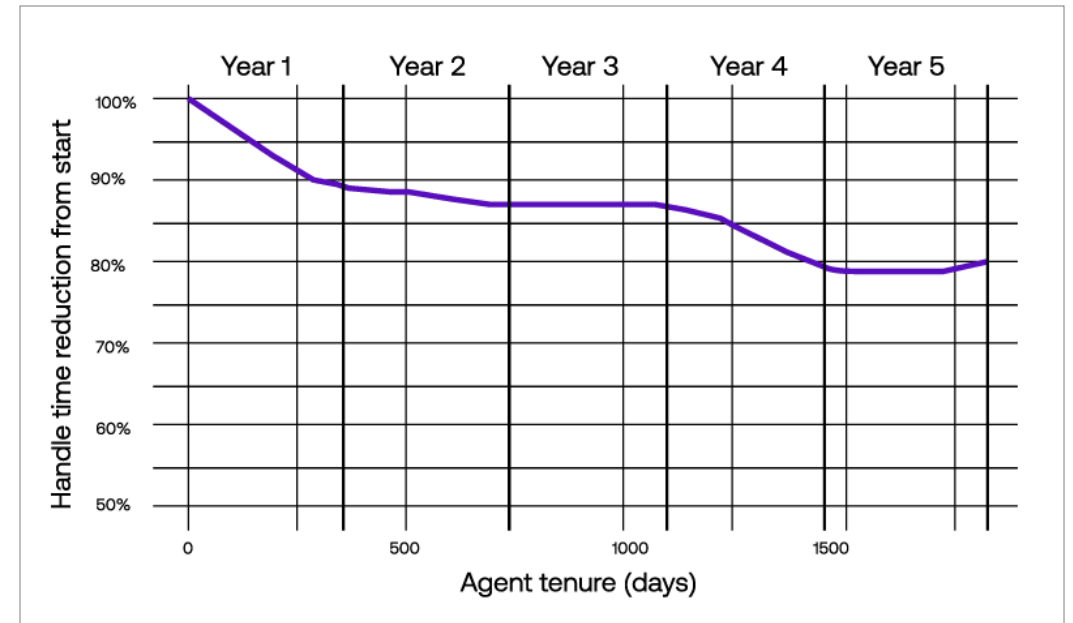
When it comes to measuring the cost of agent churn, hiring and onboarding expenses are just the tip of the iceberg. The bigger cost is the damage to your customer experience.

This might be stating the obvious, but the reason your contact center replaces agents when they leave is because customers need service. Empty seats mean longer wait times. A constant influx of new agents leads to longer handle times and lower first contact resolution. Your customers spend more time and effort for an experience that frustrates and disappoints them in the end.

As a result, once-loyal customers turn to other brands instead, and they take their dollars with them. Lost loyalty does long-term damage to your brand. It also translates into lost revenue.

What if you could give customers the experience they want when they want it – convenient, efficient service that resolves their issues – without backfilling every time an agent leaves?

If you could do that, the churn would no longer matter.



Consumers decreased spending after 38% of poor experiences. After another 13% of negative experiences, they stopped spending with a company entirely. ⁷

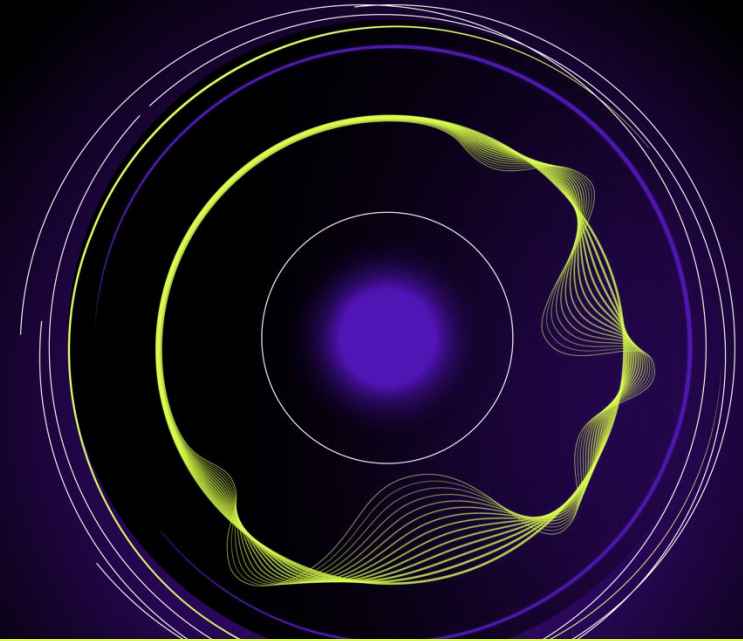
Backfilling with a generative AI agent

A high-performing generative AI agent is much more than a chatbot. Where chatbots are limited in the kinds of issues they can help customers with, a genAI agent can handle most Tier 1 interactions on its own – through chat or voice. It can listen to the customer, understand their needs, propose solutions, and take action to resolve the customer's issue.

It's a lot like the human agents you already have, but a single genAI agent can keep serving your customers 24/7. That eliminates the pressure to continue the endless cycle of hiring, training, and then replacing your agents as they quit. A genAI agent also scales to meet demand, so you're always covered, even when inbound volume spikes.

With a genAI agent that can ask a human for guidance when it gets stuck, containment remains high. And you can still route complex interactions that require uniquely human skills to an experienced agent.

That changes the way your contact center operates. No more constant hiring and onboarding. No more long hold times or inexperienced new hires to frustrate your customers. Just better customer experiences at a lower cost.



**A generative agent designed to handle –
and resolve – customer issues
autonomously can effectively automate
up to 90% of your Tier 1 interactions.**

Can a genAI agent really slash the cost of agent attrition?

The simple answer is yes. With the right generative AI agent, the savings in attrition and labor costs more than offset the cost of the solution. Unmatched productivity gains and improved customer satisfaction sweeten the deal. Together, these benefits have delivered significant value for early adopters.

CX leaders and the technology providers that partner with them have been trying to reduce agent turnover for a long time. And they haven't made much headway. Chatbots, WEM, and agent assist all deliver productivity and efficiency gains. But many contact centers have already maxed out the benefits of these solutions, without putting much of a dent in the problems caused by high agent turnover. If that's the situation in your contact center, it's time for a new approach. **Even if you can't slash your agent attrition rate, you can slash the cost – and improve your CX at the same time.**

Real results with ASAPP GenerativeAgent™



Cost savings

By automating complex, free-form interactions, enterprises report a **30% reduction in operational costs.**



Increased agent productivity

With repetitive tasks handled by GenerativeAgent, **human agents can manage up to 3x more complex interactions simultaneously.**



Enhanced customer satisfaction

GenerativeAgent **automates over 90% of contact center interactions**, so customers get what they need, when they need it.



Ready to find out how much you can save with GenerativeAgent?

SCHEDULE A DEMO

Or visit <https://www.asapp.com> to learn more.

About ASAPP

ASAPP is an artificial intelligence cloud provider committed to solving how enterprises and their customers engage. Inspired by large, complex, and data-rich problems, ASAPP creates state-of-the-art AI technology that covers all facets of the contact center. Leading businesses rely on ASAPP's AI Cloud applications and services to multiply agent productivity, operationalize real-time intelligence, and delight every customer.

End Notes

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³ Desmarais, Mike. "Call Center Attrition Rate – Is It Now the Most Important KPI?" SQM Group, March 30, 2023, <https://www.sqmgroup.com/resources/library/blog/call-center-attrition-rate>.

⁴ Buesing, Eric, Maximilian Haug, Subhrajyoti Mukhopadhyay, Julian Raabe, Vivian Lai, and Paul Hurst. "Where Is Customer Care in 2024?" McKinsey & Company, March 12, 2024, <https://www.mckinsey.com/capabilities/operations/our-insights/where-is-customer-care-in-2024>.

⁵ UJET, "UJET Research Reveals Chatbots Increase Frustration for 80% of Consumers," news release, Business Wire, December 6, 2022, <https://www.businesswire.com/news/home/20221206005186/en/UJET-Research-Reveals-Chatbots-Increase-Frustration-for-80-of-Consumers>.

⁶ "20 Statistics to Understand the Rise and Value of CX," CX Index, accessed October 28, 2024, <https://cxindex.com/company/blog/20-statistics-to-understand-the-rise-and-value-of-cx/>.

⁷ Quaadgras, Talia and Temkin, Bruce, "\$3.7 Trillion of 2024 Global Sales Are at Risk Due to Bad Customer Experiences," Qualtrics XM Institute, February 1, 2024, <https://www.xminstitute.com/blog/trillion-sales-at-risk-2024/>.