

DSY Global

Contact Center Diversification

The Cost-effective Solution to Agent Attrition

Agent attrition has always been a burden on a company's bottom line. When turnover runs rampant in the contact centre, institutional knowledge is lost, productivity drops, the quality of service decreases, and employee engagement and morale go down. The impact also has a snowball effect resulting in high call abandon rates, customer dissatisfaction, and lost revenue.

40%

is the average annual turnover rate for U.S. agents

\$8,700

is the average cost to replace an agent

Indirect Costs

- Lost productivity
- Loss of expert knowledge
- Financial value of time to find and hire replacement employee
- Negative impact on colleagues and customers when employee leaves



DIVERSIFICATION

Cost-effective Solution



Instead of filling your internal contact centres, diversification gives you a "pressure release valve."



Diversification-based outsourcing relieves the burden of staffing during busy seasons when recruiting ramps up



Diversifying nearshore offers: less saturated markets, lower labour costs, English-speaking agents, proximity to the U.S.



Causes Of Attrition



The Usual Suspects

Non-challenging, repetitive work; few career-growth opportunities; lack of recognition; excessive pressure to meet KPIs; job dissatisfaction



Low Unemployment Rate

The low U.S. unemployment rate is having a detrimental effect on employee retention, especially among low wage, entry-level positions like those found in contact centres.



Rising Minimum Wage

Twelve dollars per hour is now the going rate in many places with other states gradually increasing to as high as \$15 per hour within the next few years.



Market Saturation

U.S. market saturation rates are another factor that can significantly impact the performance and profitability of call centres due to employee attrition, wage inflation, and competition for labour.