

6 ways to Empower Your Customer Support Team

Celebrate Wins



Show your support reps how much you **appreciate them** by recognizing the **small day-to-day achievements**, as well as the **big victories**. Individual shoutouts provide motivation and team celebrations promote comradery. Their job is challenging and **they deserve to feel valued!**

Reduce Repetitive Tasks



79% of agents believe their **skills increase** when they work on **higher-level customer service interactions**



...yet **90%** of their time is spent **repeating the same answers to the same questions**

Reducing the number of transactional queries gives agents **more opportunities to grow** and **helps prevent burnout**.

#ThankfulTip: Implement an automation tool into your processes to take care of transactional queries and alleviate your agents from the stress of repetitive tasks.

Offer Career Advancement Opportunities

nearly **90%** of millennials are looking to **advance their careers**

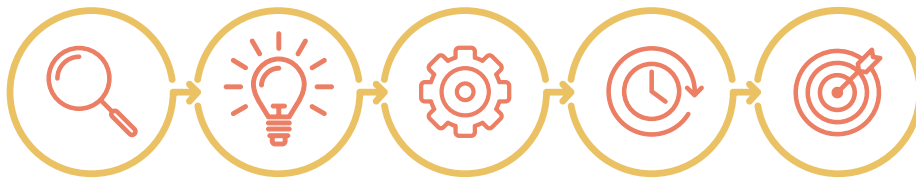
Opportunities for career growth will not only **motivate agents**, but they will **feel empowered** as their career trajectory moves upwards.

Cultivate Positivity

Increase productivity by **12%** by implementing and encouraging **positivity**

Focus on creating a **positive work environment** for your team. Not only will it increase productivity, it will also boost **morale** and **performance**.

Assign Special Projects



Provide agents with **opportunities to take on projects beyond their day-to-day task** of tending to customer queries. Allowing them to apply their skills and expertise in other areas will **reduce burnout** and **increase employee engagement**.

Connect and Communicate

Communication is a two-way street; while keeping agents informed is crucial, it isn't enough. Invite your team to **provide their perspectives** and **feedback**, then act on it.

#ThankfulTip: Your agents are the frontline. They see first hand what type of issues your customers face and the customer expectations your business is not fulfilling. Collate those findings and **start making improvements** to show your team that **you hear them** and **show your customers you care**.

After all, employees are **4.6x** more likely to feel empowered to perform their best work **when they feel listened to**