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6 Keys to Surviving and Thriving Through the "Great Resignation"



How many employees have you lost in the last year? How many more will be gone in six months?

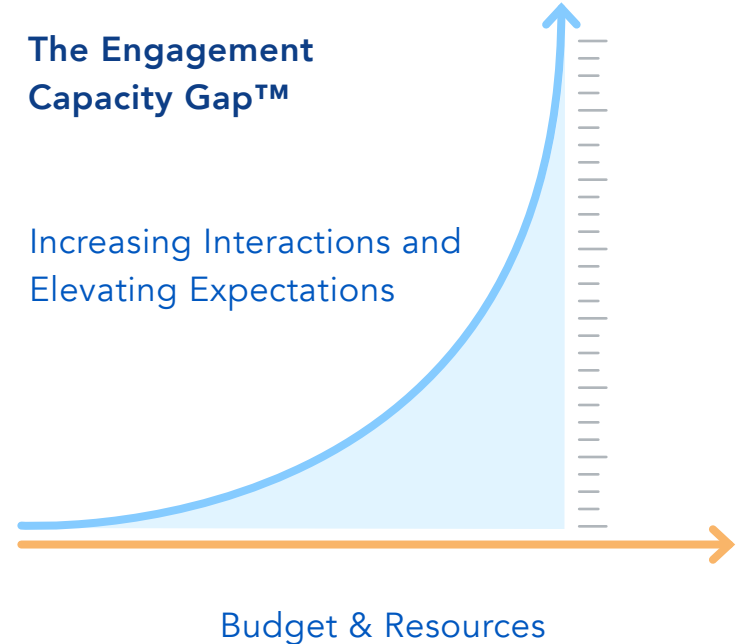
In 2021, about 33 million Americans quit their jobs as part of the Great Resignation. Estimates for 2022 project an additional 20 – 25 percent of Americans intend to resign, and the [trend appears to be gathering steam on a global level](#).

Rather than calling this the Great Resignation, it's probably more accurate to call it the Great Reassessment, or the Great Realignment. The fact is that the the Great Resignation has largely not been about leaving the job market permanently, but rather about workers finding the new and better opportunities available to them. Your workforce, especially in critical customer service roles such as contact center, back office, and branch, are reevaluating

what they want out of their job—remote work options, flexible schedules, job satisfaction, and of course, better compensation.

Now is not the time to lose your best employees. More and more customers want to connect with your brand, over an increasing number of channels. Staffing shortages can have a significant impact on your company — ultimately resulting in lost business and a damaged reputation.

So, what can you do to stem the tide of the Great Resignation at your organization? Read on for six tips to help your company not only survive, but thrive, in this uncertain time.



The staffing shortage combined with rising customer interaction volumes creates an Engagement Capacity Gap. To read more about this gap and how organizations can narrow it, download our study.

[Download the Study](#)

1 Retain the Employees You Already Have

The link between employee satisfaction and customer satisfaction is undeniable—engaged employees create happy customers. Since it's more costly to hire and train new employees than it is to retain those you have, it's critical to improve your chances of keeping as many of your current employees as possible.



KEY TAKEAWAY

Increase retention with tools to drive employee engagement

With employees leaving in record numbers, those who stay are facing growing workloads accompanied by increased stress. Not surprisingly, this puts them at greater risk of leaving as well, and the vicious cycle continues.

So, what to do?

- Make your employees feel appreciated and supported while providing them with easy-to-use tools with modern interfaces that help them be successful in their jobs.
- Make sure employees, including those working remotely, have real-time access to accurate, compliant answers.
- Provide transparent performance goals so employees can chart their own progress and feel successful.
- Remote employees can often feel disconnected from their colleagues, so provide a robust set of tools to encourage collaboration and foster a sense of community and shared purpose.

WAYS TO GET STARTED

Real-Time Agent Assist

Listen to customer calls as they happen and automatically guide interactions toward better outcomes.



[Download the Datasheet](#)

Flexibility Is Not Optional

When choosing an employer, candidates put a high value on greater flexibility to achieve a better work/life balance. But how can managers meet employee demands for increased flexibility while short-staffed?

Scheduling in customer service centers, back offices, and branches has never been easy, but in today's world, the challenge is greater than ever. To balance schedule flexibility with meeting the needs of your customers, you need creative solutions, including:

- Providing the ability to create schedules for full-time, part-time, and gig workers.
- Giving employees the ability to create and modify their own schedules.
- Allowing employees to swap shifts.

- Creating rules to auto-accept shift changes and time off.
- Giving employees the ability to perform different types of work.

KEY TAKEAWAY



Look for ways to provide the flexibility today's employees demand.

If you don't offer the kind of flexibility that's in demand in today's market, you can rest assured that there are competitors out there who do—and who will also snap up your best employees in the process.

WAYS TO GET STARTED

Workforce Management

Provide flexible scheduling options for the way today's employees want to work.



Watch Customer Story

3 Attract, Hire, and Enable the Best Talent

Of course, all employees leave eventually. The Great Resignation has simply accelerated employee attrition beyond the breaking point for managers and recruiters. This tidal wave of movement creates new levels of disruption with customers and even with the employees who choose to remain—for now.

Hiring today is taking place at lightning speed, and those who can't keep up will be left behind. In today's unprecedented war for top talent, you need the right tools to find the candidates with the right skills, who will be the best fit for your organization, before you are beaten to the punch by the competition.

Thanks to the ability to work from anywhere, candidates can apply from anywhere—resulting in a bigger candidate pool than ever. Traditional interview practices need to be reimaged.

Automating your processes for initially screening candidates can help predict which candidates are likely to be successful at your company and can keep the best candidates moving through the process quickly.



KEY TAKEAWAY

Adding automation to the hiring process can help you win the race for top talent.

Once hired, you'll need to get your new employees up-to-speed and productive as soon as possible. New hires need easy to use tools that will help them follow the right processes and answer customer questions so they can quickly feel successful in their new role.

WAYS TO GET STARTED

Intelligent Interviewing

Reimagine the hiring process with automated and predictive screening that allows managers to engage with candidates in more efficient ways.



[Watch Video](#)

Let Automation Reduce the Strain

The rise in interaction volumes means many contact center agents are feeling overworked and stressed—and many are leaving. Automation can help! Offloading a portion of interactions to self-service can relieve some of the pressure on your agents. In addition, automation can provide real-time assistance to agents to help them resolve issues more quickly.

To be successful, you need to meet the rising expectations of customers across channels. They expect interactions to be easy, conversational, and personalized. They want to use a variety of engagement channels and seamlessly move from one channel to another without repeating themselves.

As your contact center embraces these digital channels, it is essential to take a

comprehensive approach to managing interactions across channels. Here are three good places to start:

- Forecast and schedule your employees and bots across channels to be sure you are meeting customer expectations.
- Use a quality management program to assess interactions across digital channels, including both agent-assisted and bot interactions.
- Make sure your employees and bots have access to a central knowledge base, so your customers are assured of a consistent answer regardless of the channel they use to reach you.



KEY TAKEAWAY

Relieve strain on your workforce by automating interactions on digital channels.

WAYS TO GET STARTED

Intelligent Virtual Assistant

Deliver intuitive and personalized experiences across your digital and voice channels—providing immediate issue resolution with a human-like touch.

[Request a Demo](#)

Maximize Your Efforts with AI and Analytics

When resources are dwindling, you need as many interactions as possible to be successful in order to avoid unnecessary extra work, such as callbacks, complaints, escalations, etc. Tracking your quality and compliance is a good way to do this. Organizations should seek to track the quality of interactions across channels to find areas where they can improve efficiency, empathy, and process compliance. You should even be measuring the quality of your digital interactions to find opportunities to improve the performance of your bots.

Additionally, when you determine that your interaction quality has areas for improvement, you need to take swift action to provide targeted coaching. In some cases, it is possible to even provide real-

time coaching to improve an interaction outcome in the moment.

When you are looking for areas to improve, don't forget the most direct approach—just ask! Leverage multi-channel surveys to engage with your customers and employees to capture, analyze, and act on their feedback in a closed-loop process across the entire organization



KEY TAKEAWAY

Proactively search out feedback to find areas for quality improvement

Measuring the metrics that matter and taking actions immediately when certain pre-determined thresholds are reached can help you avoid a large influx of contacts from dissatisfied customers.

WAYS TO GET STARTED

Experience Management

Empower your CX teams with key information needed to take strategic action and improve conversions, loyalty, brand perception, and more.



[Read the eBook](#)

6 Break Down Your Silos

When staffing levels are tight, it is essential that you are making the best use of the employees you have. Inevitably, workloads ebb and flow, so what are you doing to ensure that every employee is being as productive as possible? When you view all of your employees as one workforce, you can maximize the staff you have on hand.

KEY TAKEAWAY



Find opportunities to cross-train employees to maximize their effectiveness

Think about the advantages of having your employees not only cross-trained so they can handle the tasks of their job, but also be able to fill-in in other capacities as needs arise. When employees are able to handle a wide range of interactions, you can be assured that you will always have

the right person available to solve whatever customer issues arise. For example, you could enable branch or back-office to handle contact center work when their regular work is slow but contact center demand is high. This approach benefits employees as well, as they develop new skills, and can lead to increased employee engagement with the company and can even be seen as a key to job mobility.

Speaking of silos, you should also avoid a siloed approach to your contact center data. Be sure you are taking a holistic view of your contact center across channels to get a clear picture of any areas needing improvement.

WAYS TO GET STARTED

Interaction Insights

Improve customer experience and lower costs by uncovering valuable insights across voice and text channels.



See How

Be Ready for What's Next!

Regardless of when (or if) the Great Resignation trend ends, you need to be prepared to meet today's challenges—as well as whatever happens next. Take a good look at your organization and see what tools you already have to keep your employees engaged and productive, and what you are missing.

The key is being able to see the big picture of your staffing needs, scheduling, training, etc.—who can do what, who has the training/skills to fill in in other roles as needed, and where can bots be used to take on some of the workload. Again, the importance of having the right set of tools, and making sure that the right information and/or coaching is easily available when needed, can't be overstated.

Ultimately, there's no single solution that will address all the challenges that the Great Resignation is causing. Rather, look for a broad, integrated suite of solutions that will allow you to seamlessly incorporate the different solutions required to meet your organization's specific needs.



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