19 SECRETS THAT ABSTRAKT HAS REVEALED

2024 Market Study

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BACKGROUND

Over the past six months, we've seen a change in the marketplace. But instead of just telling you there has been a change, we are revealing the details so that you can put them into action today.

If you're interested in our 2023 Market Study, view that here.

Abstrakt has identified three major trends in **Call Centers** over the past six months:

1

22%

Customer satisfaction rates increased by 22% when there was a resolution on the first call instead of having to jump through multiple agents.

This should be a no-brainer, but you'd be surprised how this is not always a priority at call centers.





2

1.8

The average number of interruptions it takes for a customer to become agitated.

People don’t want to be interrupted. Agents who interrupt customers more than 1.8 times tend to have a call that ends in a negative sentiment as the customer becomes frustrated.



3

78%

Leaders have identified that 78% script completion has led to higher NPS scores.

Agents want freedom in what they say *(beyond compliance statements)*, but leaders know what makes up a great call. Agents using Abstrakt is like Iron Man using J.A.R.V.I.S. - It serves as a reminder that even the most successful people in the world need help sometimes. It's all situational-based.

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CHANGES FROM OUR 2023 MARKET STUDY

1% Decrease in CSAT Scores

CSAT scores decreased by 1% from last year's study. This continues to show that resolving the customer's issue on the first call, without having to get a manager involved, will result in higher scores *(give or take 1%)*.

4% Decrease in Call Handle Time

Average handle time decreased by 4% compared to our 2023 market study, averaging a 39% decrease in total AHT. This shows that real-time software, like Abstrakt, will continue to help your team regardless of how your agent's tenure.

2% Increase in Agent Attrition

Companies have realized that retaining top talent is a priority as hiring difficulties continue. With new competition around GigCX, call centers are having to provide better work environments and opportunities for skill/career advancements.

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TACTICS THAT CREATE POSITIVE RESULTS

4 ATTRITION

Reducing attrition starts with listening. Retaining employees is simple, start with ensuring their basic needs are met. Hear how this company shrunk attrition from 45% to 9% in 12 months.

5 SOFT SKILLS

Talk speed, pronunciation, and patience level - these soft skills matter. CSAT scores have been proven to increase by at least 11% when these skills are mastered.

6 SALES

Agents that used the prescribed recommended response were 2x more likely to secure an upsell or opportunity.

7 HANDLE TIME

With the use of agent assist software, call centers have seen their AHT decrease by over 35%.

FINANCIAL SERVICES TRENDS

8 **7%**

The average percentage of calls that were being reviewed by QA teams before Abstrakt was implemented. With Abstrakt, 100% of calls are scored.

9 **32%**

Customers are averaging a 32% increase in conversions *(collections)* when their agents are using a real-time agent assist software.



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10

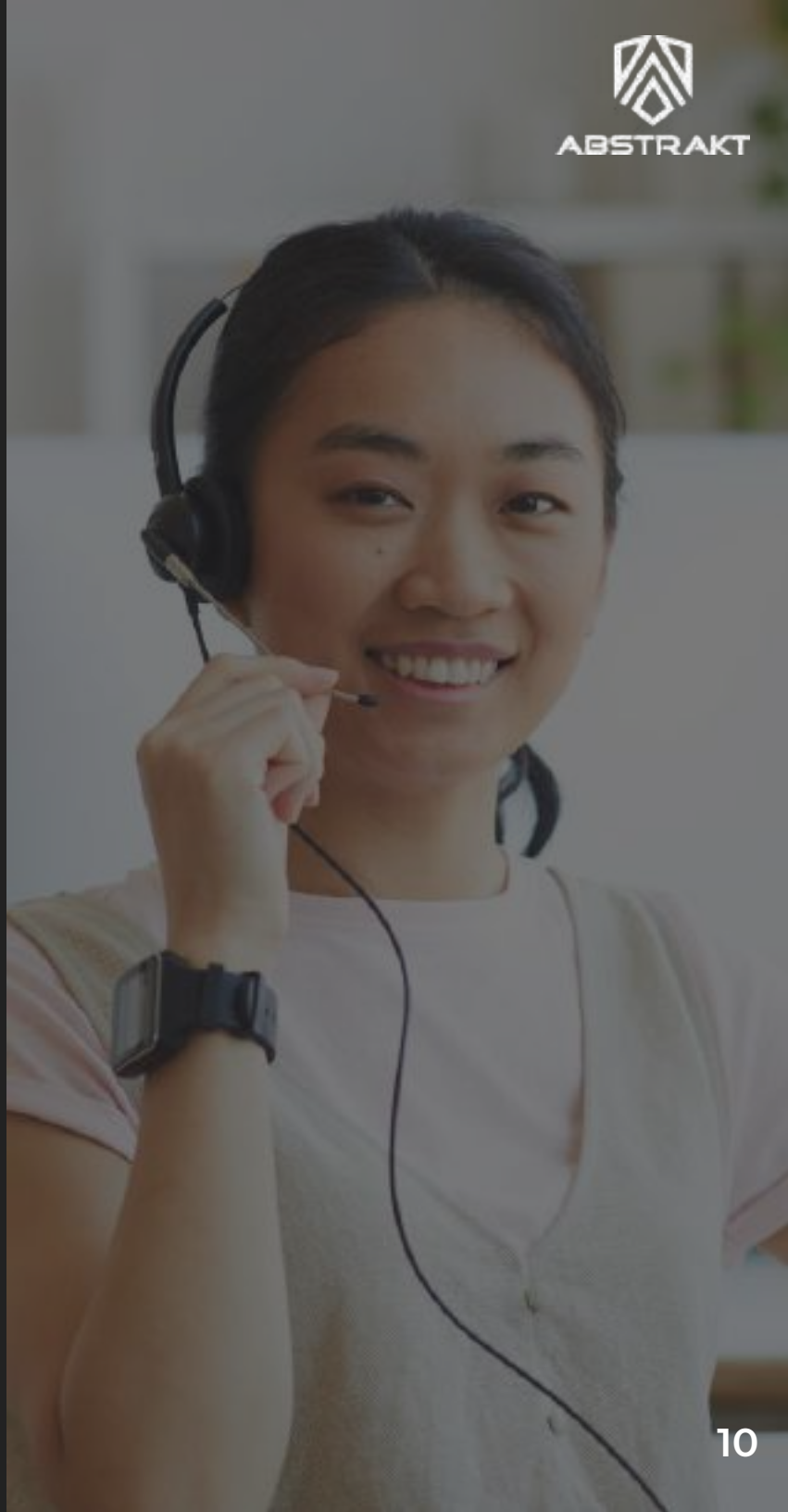
67%

Over 67% of people would rather talk to a real person when dealing with a financial situation.

11

41%

Only 41% of playbooks are being utilized by agents who are NOT using agent assist software. Key components around negotiations are being missed. Once Abstrakt was in place, the average was 75%.





INSURANCE TRENDS

12

12%

Companies averaged a 12% increase in premium revenue when implementing real-time agent assist software like Abstrakt.

13

59%

Pricing comes up on over 59% of insurance support calls as premiums continue to rise.



CONTINUED...

14 **17%**

CSAT scores decreased by 17% when an agent interrupts a customer two or more times during a call.

15 **45%**

Agents that used the prescribed recommended response were 45% more likely to secure an upsell.

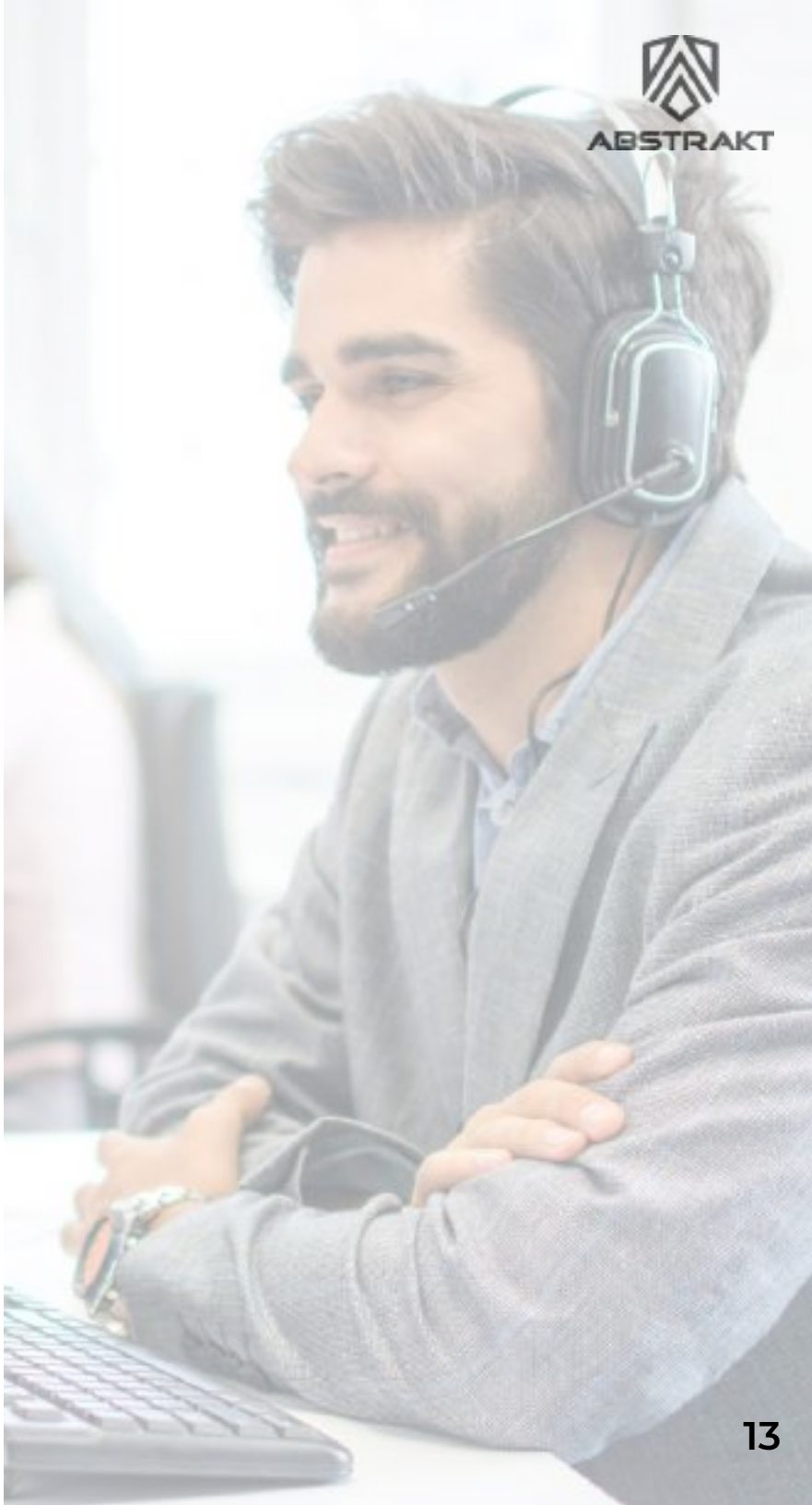
HOME SERVICES TRENDS

16 **75%**

The average playbook completion percentage when software like Abstrakt is implemented.

17 **6%**

The average percentage of calls being listened to by managers. With Abstrakt, 100% of calls are scored & managers are notified of coaching opportunities.



CONTINUED...

18 **21%**

NPS Scores increase by 21% when agents can complete a call in less than nine minutes.

19 **68%**

Over 68% of people would rather schedule an appointment online, however, 89% want to speak with a real person *(not AI)* when there is an issue.

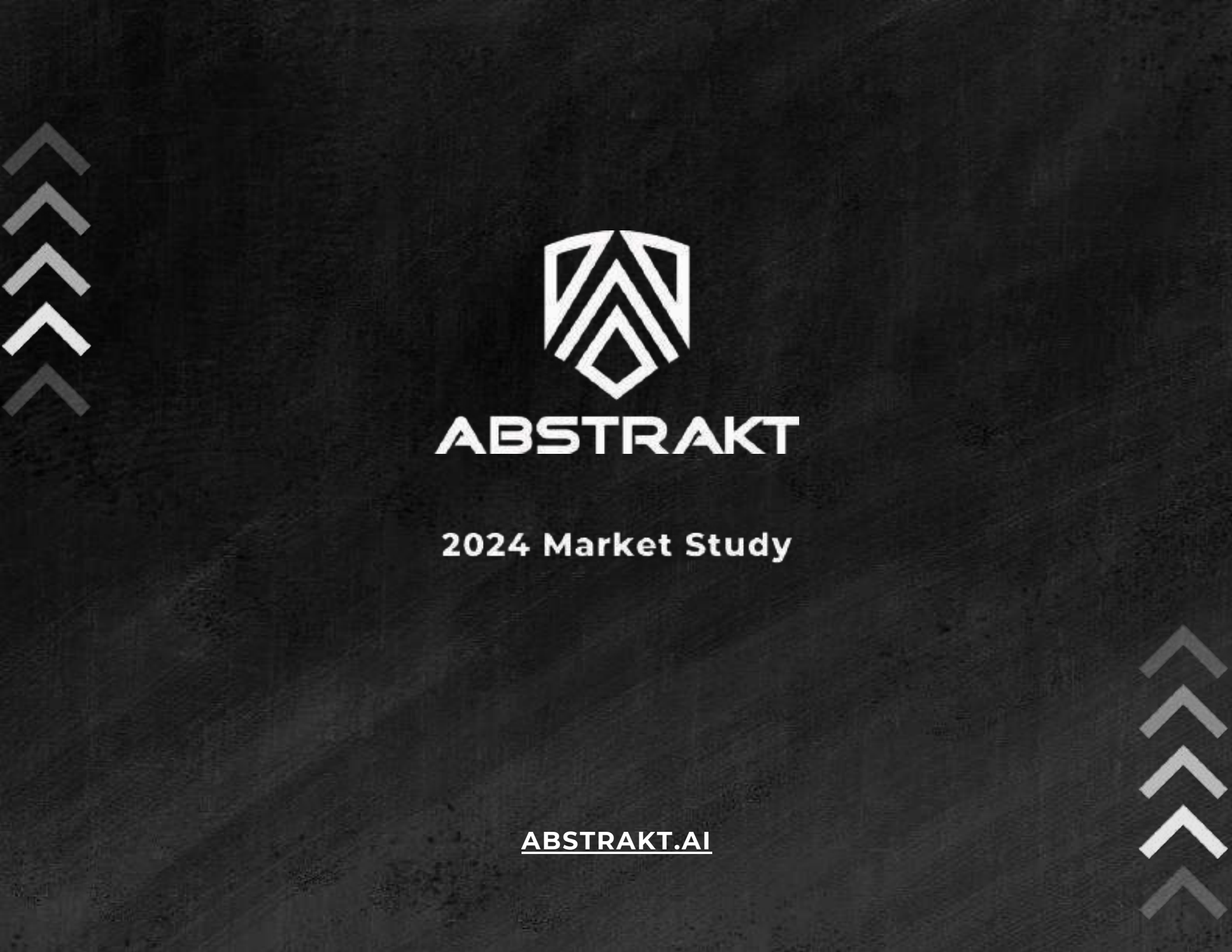


ABOUT ABSTRAKT

Abstrakt is a call center platform that guides agents in real-time, eliminates subjectivity, and automates QA on every call to directly improve your business outcomes.

As a platform, Abstrakt works within your existing ecosystem of tools to help you grow your business. The value comes not only from Abstrakt's capabilities, but from its ability to connect with external tools, teams, data, and processes.

Know exactly what your best agents are doing and how to replicate it instantly with Abstrakt.


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