



# 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 center, 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.

## DID YOU KNOW

# 40%

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

# \$8,780

is the average cost to replace an agent

## CAUSES OF ATTRITION

### THE USUAL SUSPECTS

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



## 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



### LOW UNEMPLOYMENT

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 centers.

# 3.5%

## DIVERSIFICATION COST-EFFECTIVE SOLUTION



Instead of filling your internal contact centers, 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 many advantages: less saturated markets, lower labor costs, English-speaking agents, proximity to the U.S.



### 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 centers due to employee attrition, wage inflation, and competition for labor.



## WANT TO LEARN MORE?

Agent attrition is a costly problem among U.S. contact centers. One solution is to diversify using an outsourced provider.

**Put an end to the problems related to attrition!**

Download the white paper to get more in-depth information and learn the benefits outsourced contact center diversification can offer you.

[DOWNLOAD THE WHITE PAPER](#)



### SOURCES

- <https://www.whitehouse.gov/articles/u-s-unemployment-rate-falls-50-year-low/>
- <http://www.ncsl.org/research/labor-and-employment/state-minimum-wage-chart.aspx>
- <https://www.thinkhdi.com/library/supportworld/2018/metric-of-month-annual-agent-turnover.aspx>
- <https://www.transparentbpo.com/how-market-saturation-affects-contact-center-site-selection-decisions/>
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Transparent BPO  
[transparentbpo.com](http://transparentbpo.com)  
800-276-5140

