

LEADERSHIP MATTERS: TAILOR YOUR COMPANY CULTURE TO MILLENNIALS AND GEN Z



BABY BOOMERS. GEN X. MILLENNIALS. GEN Z.

What works for one generation doesn't work for all, and a one-size-fits-all approach will set your contact center culture up for failure. Transparent BPO highly prioritizes the needs for each group—you can too!

WHO ARE THEY?



BABY BOOMERS Born 1946 - 1964

Baby Boomers are an optimistic and team oriented group, but want to be fed specific goals and deadlines. Put them in mentor roles and offer coaching-style feedback to get the most out of them!



GEN X Born 1965 - 1980

Gen X are a flexible, informal and independent group with a touch of skepticism. If you can give them immediate feedback and a flexible work environment, you should be able to keep them happy. Key word "should"...they are skeptics, remember?



MILLENNIALS Born 1981 - 2000

Millennials are uber competitive and achievement-oriented but are also civic- and open-minded. The key to success here is to get to know the individual personally, then you can manage them by results.



GEN Z Born 2001 - 2020

Gen Z-ers are progressive globalists driven by entrepreneurialism. They crave work-life balance, but when they work, they want to work on multiple projects at the same time—some view this as being less focused.

HOW DO YOU CONNECT?



BY 2025—THAT'S COMING UP REAL QUICK

—over half of the workforce will be Millennial or Gen Z. To stay competitive, you'll need to tailor to the Millennial and Gen Z workers:



Listen lots! Like... a lot a lot. Don't get stuck doing "traditional" surveys—it doesn't work. Survey for a purpose. Examples being Engagement, Employee Lifecycle, Exit and Stay Surveys.



Be Mission Driven and Involved. Employees need to understand what your company stands for.



Over communicate in every single medium to hit your audience. But seriously...Millennials specifically want almost real-time feedback but don't get it.



Clear promotion tracking has to be a marketing initiative where you teach Agents they have career growth.



OR, DON'T DO ANYTHING ABOUT THIS!

Just outsource your contact centers needs to Transparent BPO, and we'll manage the employees for you while taking care of your customers.



Contact us at
sales@transparentbpo.com
to find out how.