

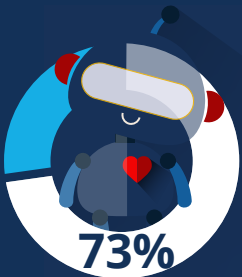


EMOTIONAL EXPERIENCE INDEX

The Call Center Agent's Perspective

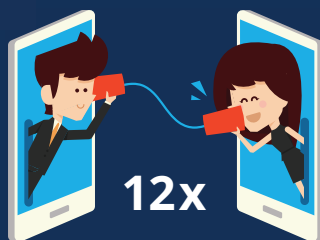


According to agents surveyed by Cogito across 75 U.S. call centers, better rapport with customers will improve their job satisfaction and enhance the customer's perception of their company.



73% of consumers will choose a human over a digital capability when seeking advice or looking to resolve a service issue or complaint - *Accenture*

Customers that have a good emotional experience with a brand are 12x more likely to recommend that company to a friend - *A Temkin Group study of 10,000 U.S. consumers*

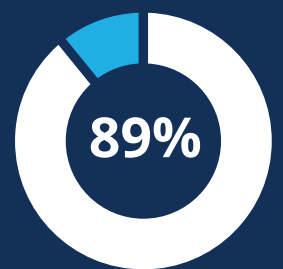


WHY EMOTIONAL CONNECTIONS MATTER



76% of agents influence 30 or more customers per day

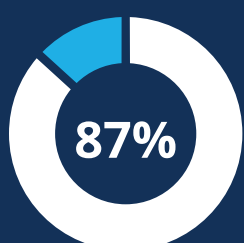
89% say that establishing better rapport with customers will increase their job satisfaction



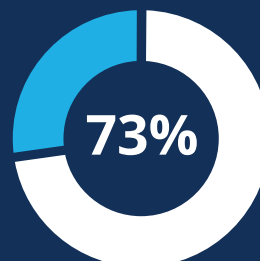
TOP AGENT CHALLENGES IN DELIVERING GOOD CX



81% believe the most frustrating part of their job is being treated disrespectfully by customers

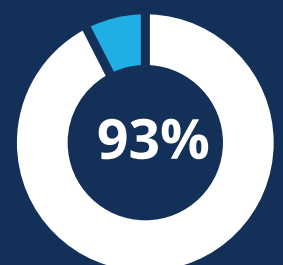


87% believe the main driver behind difficult calls is communication with rude customers



73% believe it would be helpful to be alerted to the customer's perception of their communication style during a call

93% believe their communication style has an impact on the customer's perception of the company



To learn more about delivering emotionally intelligent customer interactions visit: www.cogitocorp.com