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.

**Customers that have a good emotional experience with a brand are 12x more likely to recommend that company to a friend - Accenture**

**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 their communication style has an impact on the customer’s perception of the company.

**89%** believe it would be helpful to be alerted to the customer’s perception of their communication style during a call.

**76%** of agents influence 30 or more customers per day.

**12x** say that establishing better rapport with customers will increase their job satisfaction.

**73%** believe the main driver behind difficult calls is communication with rude customers.

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

**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