

The Business Impact of Customer Service Training & Enablement

Lessonly



Why is Customer Service Enablement Important?

Great customer service is hard to find. Think about it. When many people imagine a call center, they picture dialing through phone trees and sitting on hold. But the truth is, customer experience is the number one competitive advantage for businesses. And while many companies recognize the importance of providing great service, it's easier said than done.

Here's the thing. If you want to keep your employees and customers happy, you need to focus on the training and enablement of your agents. In fact, companies that invest in training and have highly engaged employees see **24% higher profits** than those who don't. Great customer service enablement provides the right tools, knowledge, and skills customer service reps need to set them apart from their competitors. When everyone is enabled and trained on their company's service standards, products, and services, and processes, the more likely they'll go the extra mile, deliver amazing experiences, and Do Better Work.

But making a clear case for investing in customer service enablement and training can be a challenge. That's why we gathered 15 stats on how customer service enablement positively impacts business outcomes. Keep on reading to learn how customer service training delivers incredible ROI for your business.

— The Lessonly Team

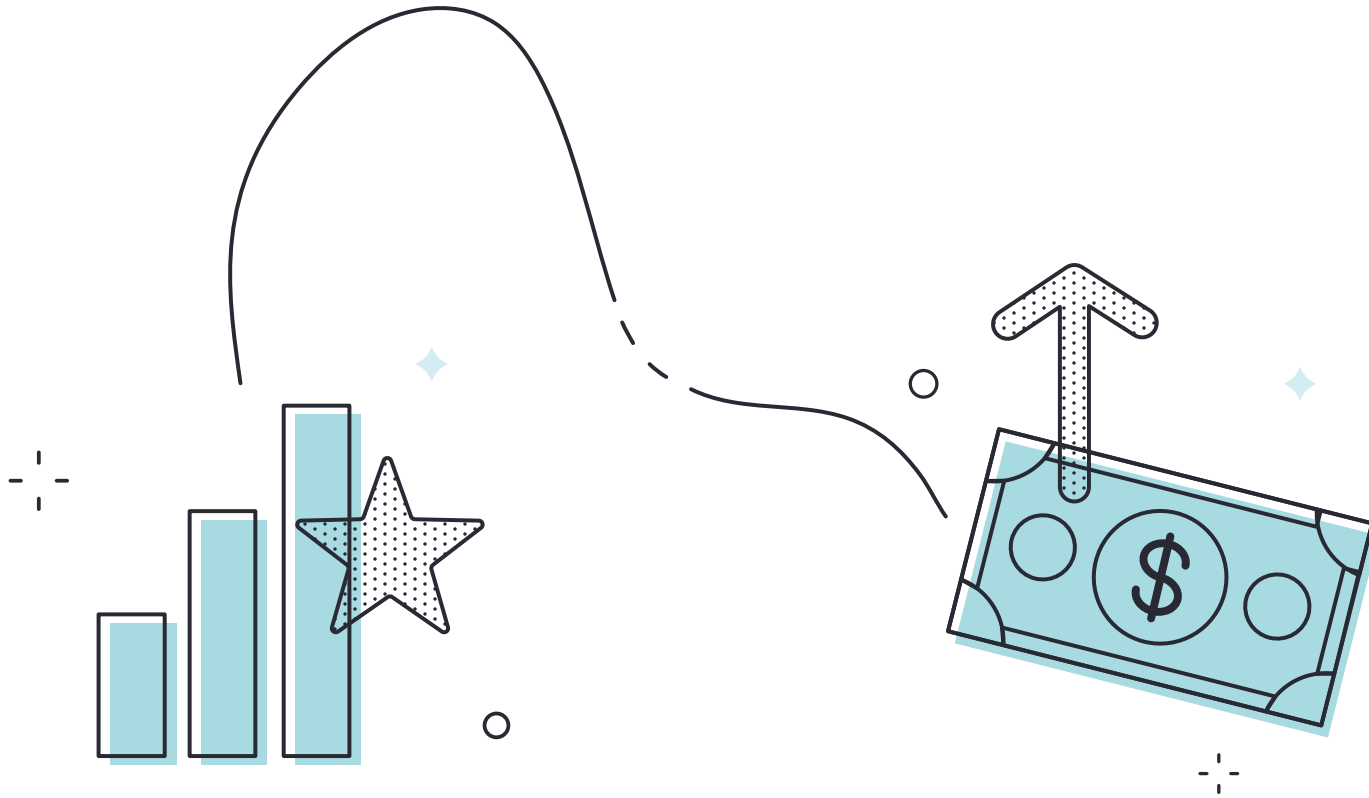
Customer Service Enablement **Increases Revenue**

We'll say it again. Customer service is the top competitive advantage for companies. In fact, **nearly 80% of customers say** that the service a company provides is just as important as the products and services it offers. If you aren't investing in your reps at the same level as your products and services, it's time for a change.

There are no do-overs when it comes to first impressions. **On average**, Americans tell 15 people about a poor service experience versus 11 people that they share a good experience with. By delivering a positive customer experience, your company has the opportunity to reap the rewards through word of mouth and customer referrals.



According to Gartner, it costs **6-7 times more money to attract a new customer.** In the end, great customer service enablement and training can actually help you save time and money when it comes to retaining customers.



Customers who had the best past experiences spend 140% more money compared to those who had a poor experience. Great customer service powered by even greater training and enablement increases the lifetime customer value and overall revenue for your company.

Bad customer service is costly. [NewVoiceMedia](#) found that an estimated \$41 billion is lost by U.S. companies each year because of bad customer experiences. And while delivering great service has many contributing factors, customer service enablement and training lies at the heart of this challenge.

Customer Service Enablement Improves KPI's

Customers expect to have their problems solved the first time they reach out to your company. In fact, **companies who improve** their first call resolution rates (FCR) by 1%, see a 1% improvement in customer satisfaction (CSAT) each year. This also means improved customer retention and higher profits. With the right training and enablement, customer service reps are more likely to know the right answers and therefore improve FCR.

Additionally, **the SQM Group found** that customer satisfaction drops by 15% every time a customer has to call back about the same issue. By delivering excellent customer service enablement and training, reps will feel empowered to correctly solve issues the first time and ensure customers don't have to reach back out to fix the same problem.

Over 46% of customers say they'd go to a competitor due to a reps' lack of knowledge. To best equip reps with the knowledge they need most, give them access to on-demand training, practice scenarios, and content that keeps their skills sharp.



Only 3% of customers who have a problem solved during the first interaction are likely to churn and take their business elsewhere. Instead of customer service reps struggling to provide the right answer, proper customer service training can provide them with the right tools and content to better serve customers.



Reducing the average wait time for customers is just as important to overall customer satisfaction as FCR. Studies show that 67% of customers would accept a wait time of less than two minutes and 13% expect no wait time at all. Reps who have the right training and enablement are less likely to need to place a customer on hold during a call and therefore decrease overall wait times.

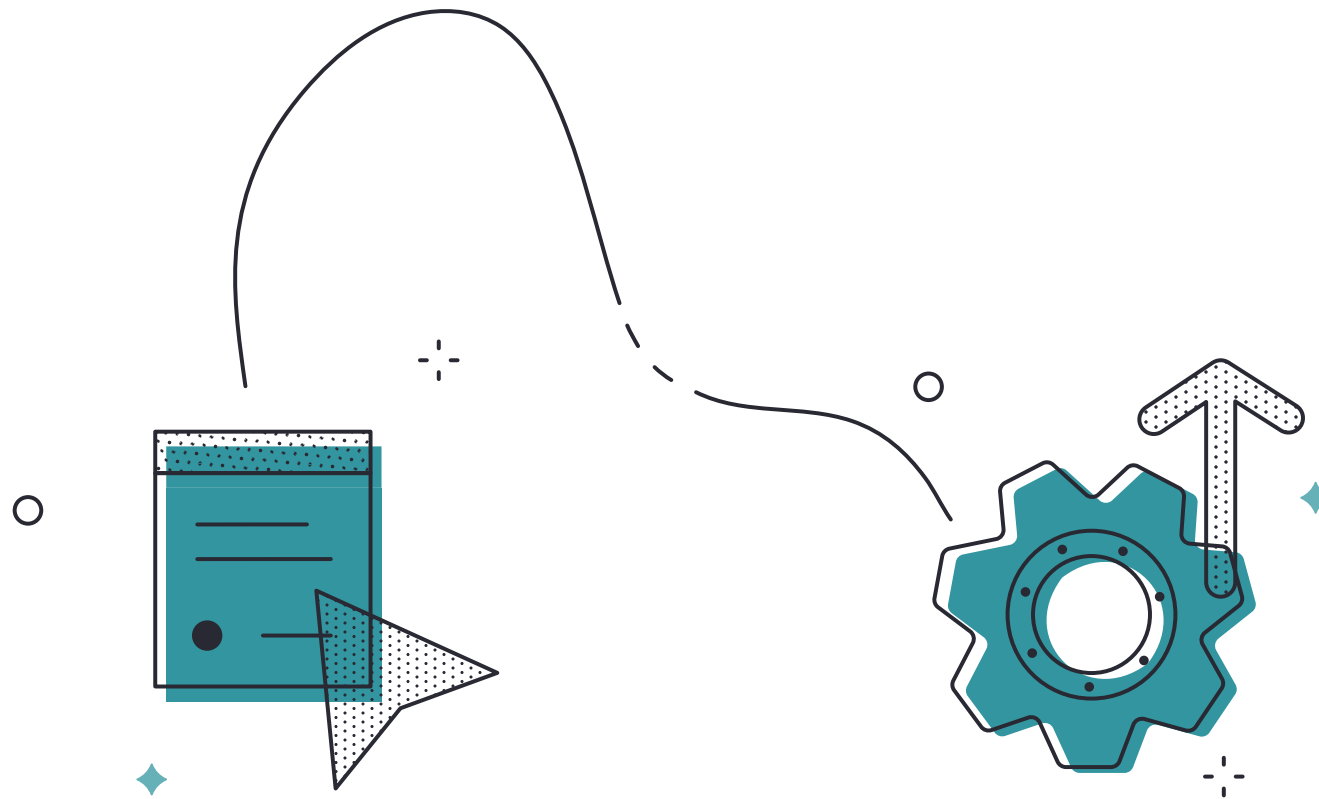
Customer Service Enablement Engages Reps & Boosts Productivity

The secret factor to positive experiences comes down to the demeanor that a call center rep has over the phone. In fact, **more than 66% of people** said that a friendly and kind rep was a key component of a good experience with a company. Great enablement and training focuses on crucial soft skills, so reps embody a friendly and positive attitude in every single situation.

Training and enabling customer service teams is much more than just telling them to be kind on the phone. In reality, **nearly half of call center reps** say they don't feel like they have access to the tools they need to best serve customers. With the right combination of online training, feedback, and content, your reps can become more productive and improve their overall level of service.



According to Gallup, **reps who receive support from their managers are around 70% less likely to feel burnout in their role.** From asking questions to receiving feedback, a large part of engaging customer service reps is with regular check-ins.



A study from QATC found that industry turnover in customer service averages between 30-45% each year, compared to the U.S. average of 15%. Additionally, it can cost nearly 20% of an annual salary to replace one rep. Instead of wasting money on bringing in new hires, use those funds to better train and equip your employees to help ensure they'll stay with the team.

It's no secret that high turnover is costing call centers and customer service teams. Of those surveyed, the lack of employee development programs was noted as one of the top reasons why call center reps decide to leave a company. From delivering exceptional onboarding to ongoing training, development opportunities are a great way to keep reps engaged and productive.

In the End, Customer Service Enablement **Works**

Customer service enablement and training is more than a tool to educate your customer service reps. It's a strategic investment that helps your entire team Do Better Work.

From building confidence to engaging reps, customer service enablement ensures that your customer service reps spend less time worrying about the next interaction in the queue and more time focusing on what they do best: creating happier customers.

Still not convinced? See how hundreds of customers use Lessonly to deliver effective customer service training to drive positive business results for their company.

Find out how U.S. Cellular drives efficiency at scale with intuitive training.



See how Thrive Market decreases hold times and delivers exceptional service



Read how OutboundEngine ties training directly to results

