

How to Motivate Customer Service Professionals

Myra Golden
Customer Service Trainer

I got my first call center management job
by delivering a 10 minute presentation
on *How to Motivate Employees*.

I lost 3 good people.

Customer Service Jobs Are Among the Most Stressful Jobs in America

Newsweek Magazine said that.

Here's what adds stress to
customer service work

6 Stress Inducers in Customer Service

1. Repetitive tasks
2. Extremely heavy volume (calls, emails, chats, etc.)
3. Pressure to move quickly to get job done
4. Poor leadership
5. Lack of clarity on expectations
6. Very difficult customers

Customer Service Work is Stressful.
The burnout potential is high.

What do we do about it?

Let's Talk About It

- How to tell if you have a problem
- What Customer Service Professionals say matters
- What people like you are doing to motivate
- Accidental discoveries that really worked
- Take-away ideas for fun, relationship-building, and ongoing motivation

Early Warning Signs of Morale Problems

- Surge in “people” problems
- Higher than the norm turnover
- Significant increase in wait/and or abandon times
- Increase in call escalations
- Talk time increase
- Increase in idle times



95%

**of people consider a cash bonus a positive and meaningful incentive.
But, employees simply use the money to pay bills and quickly forget the
reward.**

What Matters Most to CSRs?

- Money
- Promotion/Growth
- Work that keeps them interested
- Tactful disciplining
- Being kept in the loop
- Sympathy/Help with personal problems
- Appreciation for work done

A closer look at “tactful disciplining”
and “help with personal problems.”

Because these things really do matter to your people.

Allison Moore was the best
manager I ever had. Here's why.

She never told me what to do. She always asked me what I thought.

I took a year and took every
employee out to lunch
(one at a time)

That was one of the best management decisions I ever made.

I asked my employees, “*How
can I help you grow?*”

And then I spent effort and money to help them grow in the direction of their
choice.

2 Powerful Motivators

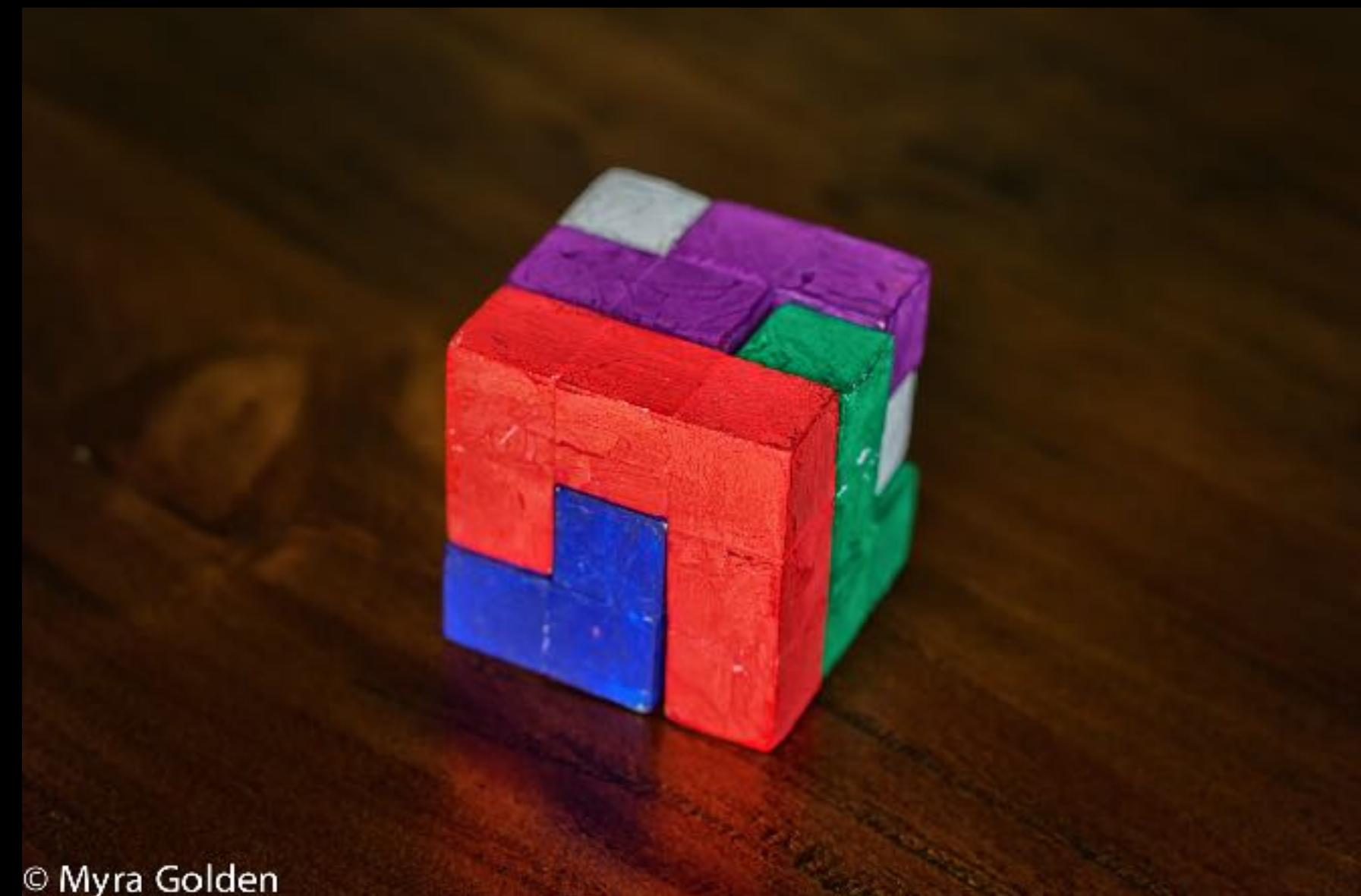
I accidentally discovered

I had a problem I just
couldn't fix.

So, I went to my employees.



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Incentive and Motivation Ideas

from a SOCAP Panel I Moderated and From Some of My Clients

Ideas From People Like You

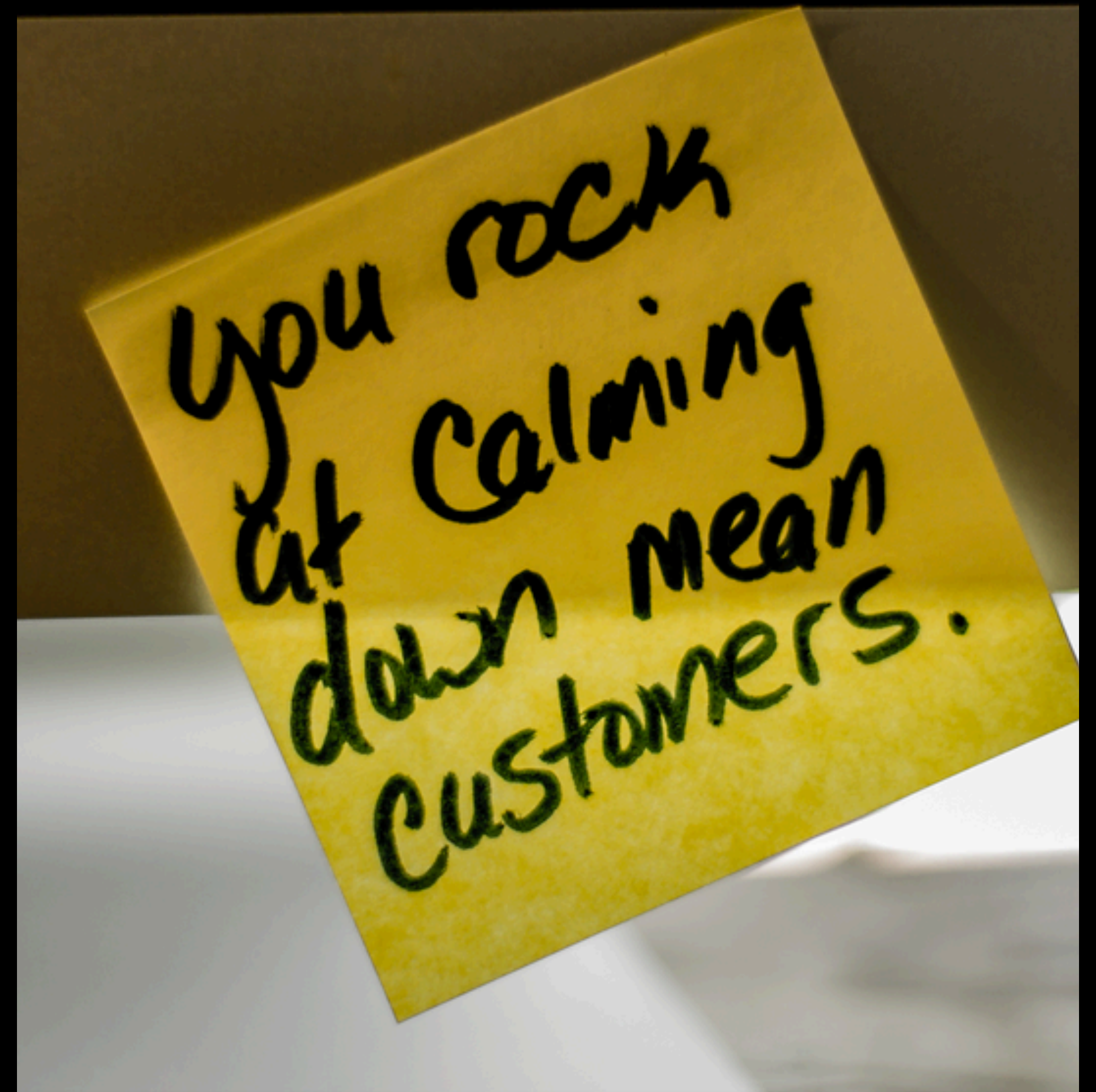
- Abundant gift baskets awarded to best of the best
- 2 Hour lunch (paid)
- Zappos managers are required to spend 20% of their time with employees
- One manager told our panel, “***We simply motivate through empowerment. We let our people use their judgment; whatever they thinks makes sense in a situation. That is trust - and it’s empowerment in its truest form.***”

Empowerment as a Motivator

Zappos does it. I tried it for week.

Take-away ideas

Post-it Note Praise



Team Building Outings I've Hosted

- Painting & Pinot
- Escape House
- Monthly Happy Hours
- Retreats



Don't have employees
work on phones for more
than 80% of their workday.

Use the other 20% of the day
for follow-up, research,
emails, etc. Just make sure
you give employees a break
from the phones.

Encourage “replenishing” breaks

Like getting out of the building, reading for a few minutes, provide healthy snacks, etc.

Take a day for team building

Take small teams out for pinot & painting, an
“Escape” game or simply have dinner together.

Theme Day Ideas

- Sports/College Team Day
- Middle School Throwback Day
- Flip Flop Day
- Western Day
- Hippie Day

Take a day off for training

Training helps energize your people, it delivers new skills, relationships form quickly when employees interact away from “work” and you’ll improve your customer experience.

Bring in food!

Ice-cream cart, bagels, pizza, tacos, whatever :-)

When paychecks go out, **write a simple handwritten note on the envelope to thank employees.** *Be specific and genuine in your praise.*

Idea sharing

Thank you.