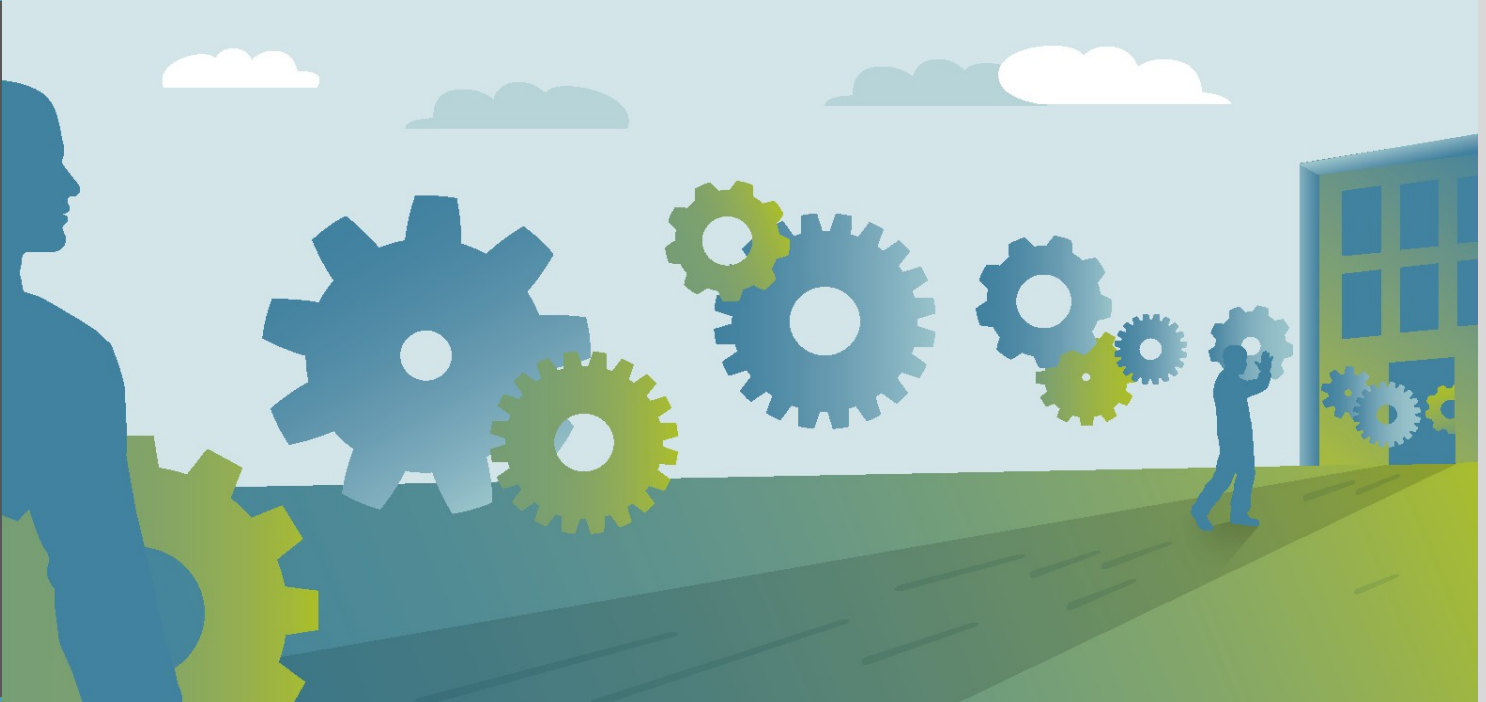


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Understanding Habits of Successful Contact Center Agents

There are several distinguishing qualities that characterize successful contact center agents, and a manager's ability to recognize and promote these important habits will go a long way toward determining the quality of operations.

The success and failure of contact center agents around the country was cast into the spotlight over the past few weeks as companies struggled to provide consistent customer support in the aftermath of Hurricane Irene. Several airlines had their faulty customer service practices exposed, while others rose to the occasion. With that in mind, Jack Wallen of ZDNet recently took stock of the most important traits of successful contact center agents.

According to Wallen, patience may be the most important quality for effective customer service. Compassion for the client will help facilitate the process, as the agent may routinely field calls from confused or frustrated employees working in high-pressure environments. The flexibility to go "off-script" and work with the customer to find creative solutions is also highly valued.

Recognizing the unique strengths and weakness of agents and putting them into situations where they can succeed should be the goal of any manager. But, as with any role, there are a number of core competencies that should be developed across the entire workforce.

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