


# The Fundamental Principles of Contact Center Management

	<b>Company Profitability</b>	Is Driven By	<b>Customer Behavior</b>	When they buy, repurchase, and refer others.
	<b>Customer Behavior</b>	Is Driven By	<b>Emotional Satisfaction</b>	Emotions impact behavior more than rationality. Emotionally satisfied customers are loyal, but rationally satisfied customers behave like unsatisfied customers.
	<b>Emotional Satisfaction</b>	Is Driven By	<b>Human Agents</b>	Research has shown that the customer experience almost entirely depends on the agent they interact with.
	<b>Human Agents</b>	Are Driven By	<b>Meaningful Work</b>	Agents have meaningful work when they can make a difference in helping customers. If agents find their work meaningful, they have significantly higher retention, engagement, and performance.
	<b>Meaningful Work</b>	Is Destroyed By	<b>Grind</b>	Grind destroys meaningful work by preventing an agent from authentically helping a customer in some way (large or small).
	<b>Grind</b>	Is Driven By	<b>How People Are Managed</b>	The primary cause of grind for agents is poor management.
	<b>How People Are Managed</b>	Is Destroying	<b>Company Profitability</b>	How supervisors manage agents is causing a negative customer experience that reduces customer loyalty and company profitability.



**The Result**

[Read the Full Report](#)

Is Causing

**The Crisis in Contact Center Management**

The customer experience is at a 17-year low, agent turnover remains high at 7-8% a month, and quiet quitting is at 59%. This crisis is severely impacting company profitability, leading to “The Great Termination” of leaders.