CRACK THE CODE ON

Contact Center
Turnover

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Introduction

Agent turnover continues to be one of contact centers' most stubborn and expensive challenges. Average attrition rates sit between 30–45%; in some cases, over half of new hires leave within their first year—often before they've even found the good snacks. Replacing just one agent can cost $10,000 to $20,000, factoring in recruiting, onboarding, training, lost productivity, and service disruptions. And that's just the visible cost.
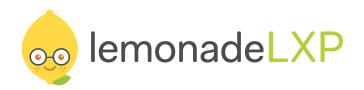
High turnover also means lost institutional knowledge, longer ramp-up times—sometimes up to eight months—and added pressure on remaining staff. That extra load often leads to burnout, which only accelerates the cycle.

There's a better path forward. Organizations that invest in smarter training and real-time support tools are seeing lower attrition, faster ramp-up times, and more satisfied, higher-performing teams.

62%

62% of agents report feeling burned out at work, with top contributors being high workloads, inadequate tools, and unclear processes.

Source: Zendesk 2024 Customer Service Trends
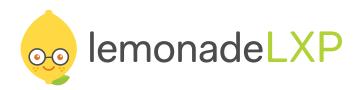
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The Employee Experience: The Critical Link

The agent experience matters—and not just for performance metrics. When agents feel overwhelmed, underprepared, or unsupported, it takes a toll—not just on performance but on morale and retention. Stress builds, confidence drops, and even the most capable people can start to feel like they're falling behind. Meanwhile, their teammates pick up the extra load, creating a ripple effect that leads to frustration, burnout, and, ultimately, attrition.

Improving the agent experience means meeting people where they are. It's about more than compensation—it's about giving agents what they really need to thrive: thoughtful training, instant access to the right information, and opportunities to grow their skills day by day, right in the flow of work.

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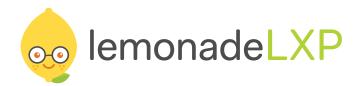# Training: Your Most Underrated Retention Strategy

Outdated training methods aren't just inefficient—they're a flight risk. Static elearning, clunky LMSs, and one-off workshops don't support today's fast-moving contact centers. They overwhelm new hires, fail to engage, and leave agents unprepared for real-world scenarios. But there's a better way.

1. Training That Sticks

Modern training is interactive, bite-sized, and continuous. Game-based modules, real-world scenarios, and hands-on simulations make learning engaging and effective—helping agents build skills and confidence without cognitive overload.

> "Time to proficiency was **reduced from six months to just three months,** cutting the ramp-up time in half.
>
> **Source:** Justin Browning,Managing Vice President, Contact Center Operations, Velera

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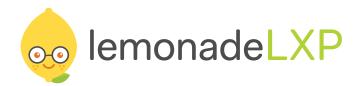
2. Support in the Moment

Training doesn't stop after onboarding. High-performing contact centers equip agents with real-time guidance during live interactions—delivering contextual help, walkthroughs, and instant AI-powered answers right when they need them most.

3. Content That Keeps Up

When products, policies, and processes change fast, your training content needs to keep pace. AI-powered learning and enablement platforms make it easy to create, update, and personalize training—so agents always have the right information without overwhelming your enablement team.

Rethinking training as a strategic retention lever means more than better onboarding—it's about delivering continuous, support that builds confidence every day. Learning and enablement platforms that blend engaging training with real-time guidance help agents ramp faster, shorten talk time, improve first-call resolution, and stay longer. The result? Lower attrition and stronger customer experiences.longer.

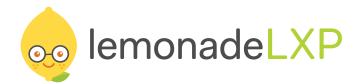# What High-Performing Contact Centers Are Doing Differently

To drive retention and boost operational performance, leading contact centers are rethinking how they train and support their agents. Instead of relying on rigid, one-size-fits-all training programs, they're adopting strategies that are more flexible, engaging, and scalable:

- **Self-Paced Learning:** Let agents learn at their own pace, easing onboarding pressure and improving retention.

- **Real-World Simulations:** Boost confidence with hands-on practice in a safe, realistic environment.

- **Instant Knowledge Access:** Provide on-demand resources so agents can find answers without delays.

- **Decentralized Training:** Give SMEs tools to create and update content—saving time and easing the load on L&D teams.

- **Unified Platform:** One hub for employees and customers to share resources and support self-help.

> "The gamification built into the platform **motivates employees to participate actively,** making learning engaging and effective."
>
> **Source:** Justin Browning, Managing Vice President, Contact Center Operations, Velera

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The Final Squeeze

Agent turnover affects performance, service, and the bottom line—but it's not inevitable. By modernizing training and delivering real-time support, you can build a confident, loyal team.
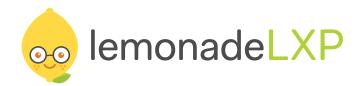
Thriving contact centers don't just fill seats—they empower agents, adapt quickly, and elevate the experience.

Train better. Support smarter. Keep agents—and customers—where they belong.

Case in Point: Velera 's Contact Center Transformation

Velera, a leading contact center provider with over 3,000 agents handling 20 million calls annually, needed to improve retention and performance. By adopting flexible digital training and real-time support tools, the company achieved measurable, bottom-line results.

- **90-day attrition** decreased from 60% to 10%
- **Speed to proficienc**y cut from 6 months to 3 months
- **Average handle time decreased** by 22 seconds
- **Agent tenure increased** from 2.5 years to 3.2 years
- **Customer satisfaction scores rose** by 6%, reaching 4.29

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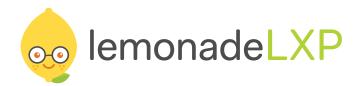
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LemonadeLXP is the learning and enablement platform for financial institutions. With an engaging learning library, AI-powered content creation, automatic updates, and a personal AI Assistant for real-time answers, it delivers training everyone loves. Empower employees, grow customers, and support the community—all in one.

Transform your training with LemonadeLXP— boost engagement, retention, and results!

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