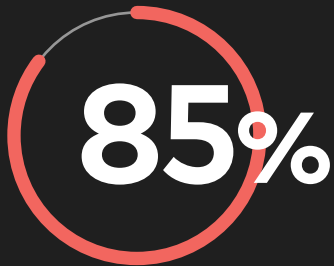


GIVE THE AGENTS WINGS

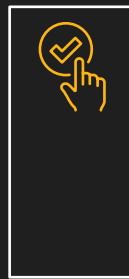
AGENTS ARE THE ENGINE OF THE FUTURE BUSINESS



of consumer's rate High Skilled Agents as a key to Excellent Customer Experience

DECISION MAKERS SEE AGENTS' PIVOTAL IMPACT IN MULTIPLE BUSINESS KSFs:

84%



Sales growth

78%



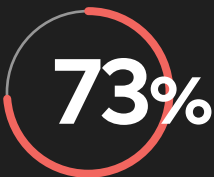
Strengthened our brand reputation/perception

69%

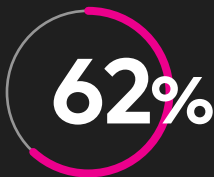


Increased recommendations

AGENTS ARE CHALLENGED WITH GROWING COMPLEXITY OF OFFERS & TECHNOLOGY:



Growth in the variety or complexity of services

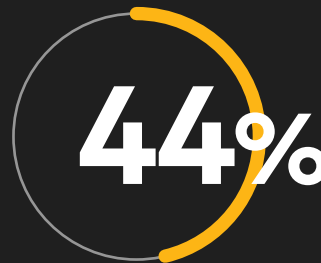


The need to be multi knowledgeable



More interactions with customers

HAVING TO DEAL WITH MORE WORK THAN LAST YEAR:



of DM's report an increase in number of interactions compared to 2020

[READ THE FULL REPORT](#)

Base: 3000 customers, 100 decision-makers, and 150 agents in NA, EU, and APAC.