

**FASTER THAN A SPEEDING CHATBOT...**

**ABLE TO LEAP CUSTOMER SERVICE OBSTACLES IN A SINGLE BOUND...**

IT'S...

# THE SUPER AGENT!

THAT AGE-OLD OPPONENT – CUSTOMER EXPECTATIONS – IS ON THE RISE AGAIN.

IN THE FACE OF ADVERSITY, CONTACT CENTERS HAVE BECOME EQUIPPED WITH MORE ADVANCED TECHNOLOGY AND SELF-SERVICE OPTIONS...

BUT WHAT HAPPENS WHEN THAT'S NOT ENOUGH? WHAT HAPPENS WHEN CUSTOMERS NEED A QUESTION ANSWERED, OR A REQUEST FULFILLED, THAT TECHNOLOGY CAN'T PROVIDE?

## SUPER AGENTS TO THE RESCUE!

SUPER AGENTS EXIST TODAY, AND THEIR VALUE TO THE ORGANIZATION IS HIGHER THAN EVER AND CONTINUING TO RISE.

SO... HOW DOES AN AGENT ACHIEVE SUPER AGENT STATUS? WHAT MAKES A SUPER AGENT SO SUPER? LET'S TAKE A LOOK AT THEIR POWERS!

### OMNICHANNEL OMNIPOTENCE

A SUPER AGENT MUST BE ABLE TO ENGAGE WITH CUSTOMERS ACROSS ANY NUMBER OF CHANNELS, FROM PHONE TO CHAT TO SOCIAL AND MORE. THIS KEEPS CUSTOMERS HAPPY AND NEGATIVE PERCEPTIONS AT BAY.



### MIND-READING ABILITIES

EMOTIONAL INTELLIGENCE IS OF THE UTMOST IMPORTANCE FOR SUPER AGENTS. THEY MUST DISPLAY A HIGHER-THAN-AVERAGE LEVEL OF EMOTIONAL INTELLIGENCE IN ORDER TO GET INSIDE THE HEAD OF THEIR CUSTOMERS, FIND SOLUTIONS, AND DELIVER RESULTS.



### SUPER STRENGTH

SUPER AGENTS REQUIRE A STRONG WILL IN THE FACE OF ADVERSITY. SUPER AGENTS OFTEN HANDLE DIFFICULT CUSTOMER INTERACTIONS AND COMPLEX PROBLEMS. THEY MUST BE MENTALLY STRONG, MAKE FAST AND EFFECTIVE DECISIONS, AND REMAIN CONFIDENT.



### LIGHTNING SPEED

A TYPICAL SUPER AGENT MUST BE ABLE TO PROVIDE A WIDE VARIETY OF SERVICES (PRODUCT KNOWLEDGE, CUSTOMER HISTORY, PREFERENCES, ETC.) IN A SHORT AMOUNT OF TIME. CUSTOMER EXPECTATIONS RISE FAST. A SUPER AGENT MUST BE FASTER.



**SUPER AGENTS ARE THE FUTURE OF CUSTOMER SERVICE. GET STARTED BUILDING YOUR TEAM OF SUPER AGENTS TODAY, AND DRIVE MORE VALUE TO YOUR BUSINESS!**



**WHERE'S THE BEST PLACE TO START?**

ICMI TRAINING HONES IN ON THE EXACT SUPERPOWERS YOUR AGENTS NEED TO LEVEL UP TO SUPER AGENTS. OUR COURSES ARE RESULTS-FIRST ORIENTED AND HIGHLY INTERACTIVE. LEARN MORE AND SIGN UP FOR ICMI TRAINING AT...

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