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The gap between good and *great customer service* is smaller than you think

The insights your team needs to perform at their best

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Every conversation either builds trust. Or breaks it.

Every time a new agent joins, the pressure is on. Everyone wants to give customers the best experience – but with shorter onboarding times and more calls in the queue, that's easier said than done.

It doesn't have to be this way. The way your agents communicate – the words they choose, how they handle silence, and the empathy they show – has a direct impact on how satisfied your customers are when they hang up.

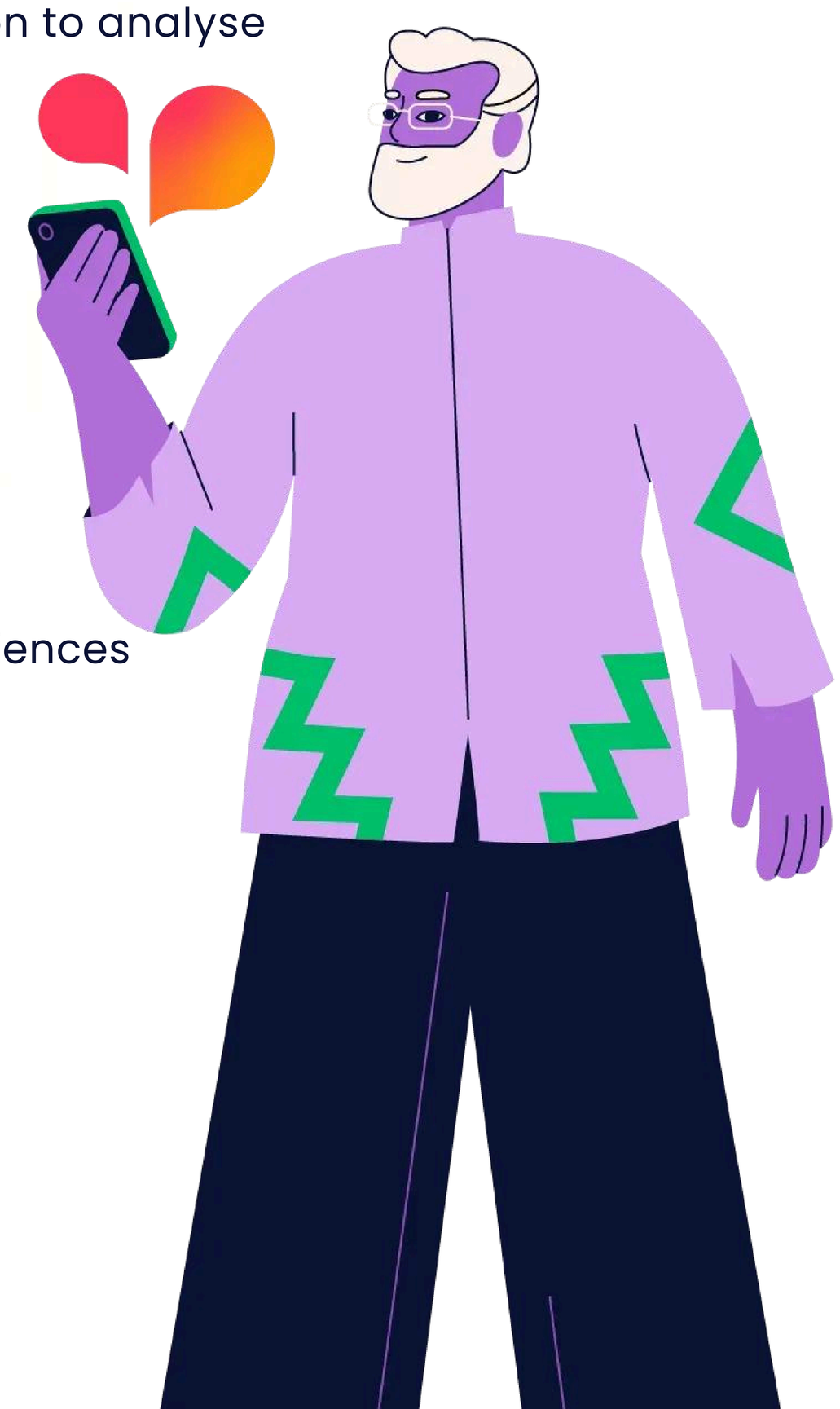
What your conversations are really telling you

Your customers don't only call for help – they send you signals all the time. About their frustrations. About their expectations. And about where your business stands relative to the competition.

According to Puzzel's State of Contact Centres 2026 report, 78% of contact centres now use some form of AI or automation to analyse customer enquiries. Yet many still make decisions based on gut feeling rather than data.

That can be an expensive feeling to rely on.

That's why we've compiled insights and practical solutions we know work. They give both new and experienced agents the best conditions to succeed and create great experiences – for themselves and for your customers.



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Insights that are *measurable and visible*

When you give your newly hired agents access to the right knowledge at the right moment, you significantly increase their chance of succeeding and staying motivated to do even better.

INSIGHT 1

Knowledge gaps can lead to poor experiences *– for both customers and agents*

Experienced agents lack knowledge in 12% of all conversations. **For new hires, that number rises to 30%.** This isn't a question of competence. It's a question of making it easy for agents to find knowledge.

When you give new agents access to the right knowledge at the right moment, you significantly increase their chance of succeeding and remaining motivated to do even better.

3 initiatives that close knowledge gaps fastest:

1. Keep your knowledge base updated with data from your customer conversations
2. Optimise search functionality so answers are easy to find during a conversation
3. Share techniques and phrasing from your best agents with the whole team

Tip for those not yet using conversation analytics: Ask your three best agents to answer the questions customers ask most often but rarely get a quick answer to. Share answers to these questions with new agents to ensure more positive experiences.

Source: Puzzels' Conversational Intelligence

INSIGHT 2

Every second *counts*. Literally

Every time an agent searches for information during a conversation – in a system, with a colleague, or in an outdated knowledge base – **customer satisfaction drops by up to 23%, and call duration increases by 60–80%.**

It's not a coincidence, it's a pattern. Fortunately, it can be broken.

When you use data from your own customer conversations to map which questions most often cause your agents difficulty, you can build a knowledge base that actually works. The result is up to 10% shorter average call duration – and more confident employees.

INSIGHT 3

Empathy can give you a competitive *edge*

When agents use **empathetic phrasing, customer satisfaction rises by up to 15%**. This isn't just soft value. It's measurable results.

Although it can seem empathetic to repeat the customer's own words back to them, it actually amplifies negative sentiment rather than diffusing it. Ask your agents to acknowledge and reframe, rather than mirror.

Your agents can therefore benefit from swapping neutral phrases for empathetic ones, such as "I completely understand", "that makes total sense", and "you're absolutely right."

Kilde: Puzzels Conversational Intelligence

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SUCCESS STORY

How JFM uses conversation data to make a *difference* for customers

At JFM, Denmark's second-largest private media group, customer satisfaction rose by 62% and average handling time fell by nearly two minutes after they began working systematically with exactly these kinds of insights.

> ***It isn't about replacing our agents with AI. It's about giving them the right tools to really shine.***
>
> — August Redtz Jensen,
> Head of Development & Coaching, JFM

INSIGHT 4

Repeat calls aren't just annoying. They're *expensive.*

13% of all customer contacts are repeat calls. **For some organisations it can be as high as 25%.** Behind every repeat call is a customer whose problem wasn't solved first time. And in that type of call, the likelihood of the customer expressing frustration is 54% higher than usual.

3 things that significantly reduce repeat calls:

- Ensure your knowledge base is always up to date and easy to navigate
- Identify the most common enquiry types and coach your agents on them
- Close calls in a way that leaves the customer confident their issue's resolved

Tip: End every call with: "Is there anything else I can do for you?" That one question alone significantly reduces repeat contacts.

Source: Puzzel's Conversational Intelligence

INSIGHT 5

Silence *isn't* neutral – and can be avoided

A pause can feel natural for an agent searching for an answer. For the customer, it feels different. When **silence accounts for more than a third of a conversation, customers are 18% less likely to express satisfaction.**

The solution isn't to speak faster. It's to communicate better. So, agents should explain to the customer what they are doing and why. That creates confidence and keeps the conversation moving – even when they don't yet have the answer.

Tip: Coach agents to think aloud during the conversation. Phrases such as "I'm looking that up for you now", "give me two seconds while I check that", or "I'm still here, just double-checking in our system" make the wait feel shorter.

SUCCESS STORY

What DSB's data *revealed*

At DSB, customer satisfaction rose from 43.7% to 58.8% after they began working in a structured way with insights from customers' own conversations.

Call tagging accuracy went from 65% to 95–98%.

That's not luck. It's the result of a successful partnership between technology and people.

> *We've gone from being a traditional, cost-focused contact centre to becoming strategic advisers within the organisation.*
>
> — Søren Steffensen
> Analytics Manager, DSB

Source: Puzzel's Conversational Intelligence

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The 5 actions that separate reactive contact centres from *strategic* ones.

Your customers are a valuable source of knowledge. Use it well, and the contact centre becomes not just a place where you solve problems – it becomes a strategic resource with data that leadership actually listens to. Fail to use it, and it's lost, and that will show on the bottom line.

It starts with a decision about what kind of culture you want to help build.

Here are 5 actions you can take now, regardless of which tools your contact centre has:

1. **Review your 10 biggest contact reasons** and update your knowledge base accordingly.
2. **Share 3 empathetic phrases with your team** at the next briefing.
3. **Check how many repeat calls you receive each week.** If they account for more than 10%, prioritise training agents to resolve enquiries on the first call.
4. **Ensure customers don't end the call with unanswered questions** that could lead to a repeat call, by asking whether there is anything else you can help with.
5. **Listen back to at least 5 conversations where there was too much silence.** What caused it? Then create a plan for how your agents can access knowledge more easily.

Tip: Here's one final practical tip you can test as early as next week. Split your agents into 2 random groups across experience levels. Coach one group based on your data and the insights you've gained, while the other continues as normal. The result is healthy internal competition, more success stories – and a clear picture of the difference the insights actually make.

That way, you help create the culture you'd want to be part of yourself if you were an agent.

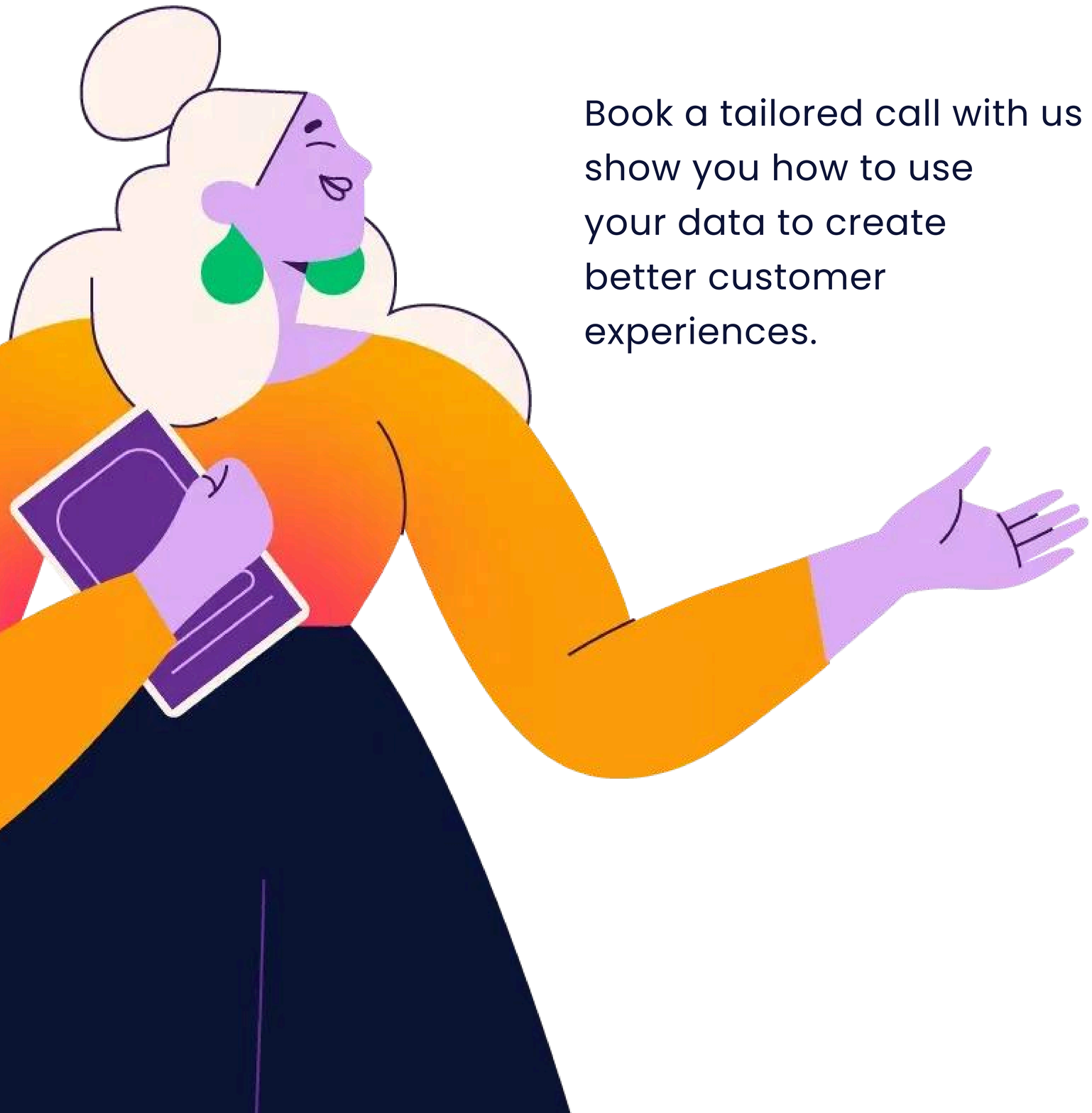
Set your team up for *success*, now and in the future

With the right tools and insights, every one of your customers can have a better experience. Regardless of who answers the phone or responds to your chats or emails .

400+
hours saved every month by automating manual work

278%
ROI over three years

86%
faster response times across channels



Book a tailored call with us – and we'll show you how to use your data to create better customer experiences.

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