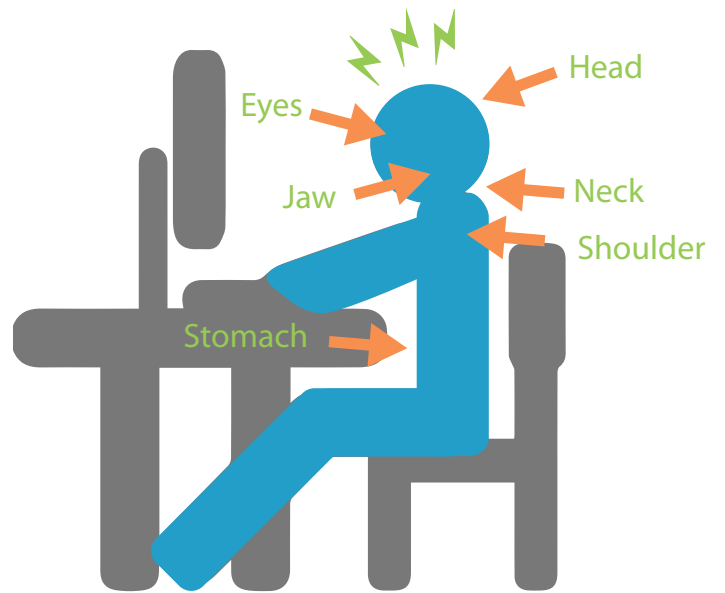


## FREE YOUR FRONT LINE™

**Free Your Front Line™:** An agent centric program to Empower, Engage, and Educate your call center agents by addressing their industry specific physical and psychological challenges.

**Overview:** Your call center has the latest and greatest software and your management team is all over the metrics, BUT your customer delight score is still not where you want it to be. Even with a monetized incentive plan, your CSAs don't seem to be happy and pleasant. So what's missing?



Underneath that headset and behind those multiple monitors is a live being whose MIND and BODY are silently looking for help. The average CSA is relentlessly inundated with information from five systems while 20% navigate seven or more systems. They sit in joint numbing flexion for eight-ten hours a day as their eyes, ears, mouth, and fingers all work simultaneously. In addition, CSAs often times feel undervalued and under appreciated. Their job is physically tiring, mentally draining, emotionally painful, and may even be psychologically scarring given the schedule, the stress, and the required output of an ever increasing number of channels.

## IMPROVE YOUR BOTTOM LINE

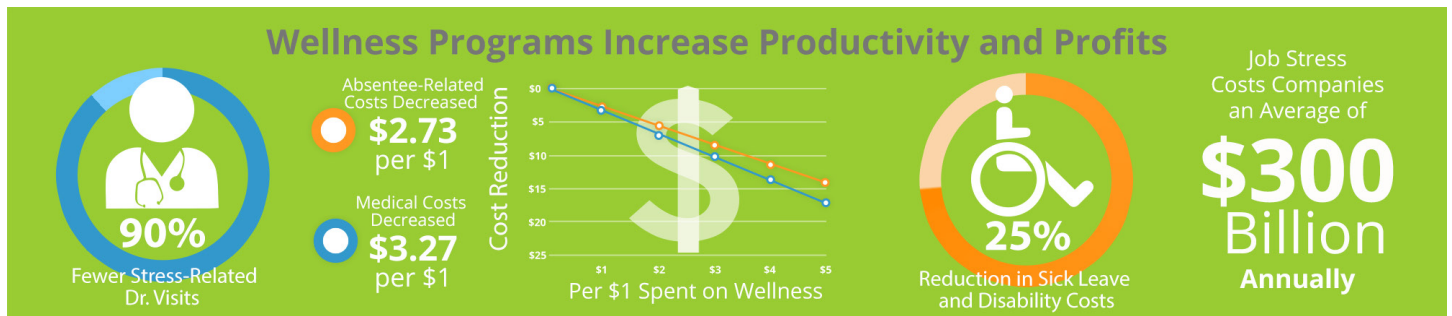
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Yet, your CSA is unequivocally the most important touch point in your customer's journey. Not only can they make or break a relationship (\$41 billion is lost by US companies each year following a bad customer service experience, source *NewVoiceMedia*, January 2014) but they also have enormous potential to deliver strategic value to the organization, through their insight from ongoing customer interactions.

So let's go one step further and recognize **HOW** and **WHY** they work and work to resolve those issues.

Let your agents see that you are investing in them **"tangibly"** and the metrics will fall in place with a pain free, less stressed, and happier workforce answering your calls.



### Increase:

- first call resolution
- attention to detail and memory
- customer satisfaction & brand loyalty
- effective communication and the ability to listen
- best practices
- cultural sensitivity

### Decrease:

- the number of negative and escalated interactions
- absenteeism due to burnout and significantly overtime
- high turnover rates
- error rate
- sick days, insurance claims, and pharmaceutical prescriptions

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### Curriculum:

- Empowers: with functional, practical, and highly effective physical tools which can be quickly utilized at the workstation to relieve pain, stiffness, and stress throughout the workday.
- Educates: the CSA on the basics of anatomy and kinesiology thereby enabling self -diagnosis of pain, its origin, and how to address it.
- Engages: via **Emotional intelligence**: to achieve mental clarity, focus, and calm. Expanding capacity to be aware, control, and express one's emotions in work and interpersonal relationships both judiciously and empathetically.



### Addresses:

- Stressful Triggers
- Roadblocks to performance and productivity
- Ways to move from being a “transaction handler” to a “problem solver”
- How to make human-to-human connections via technology
- Empathy, insight, and the use of soft skills
- Body Language self-awareness (office interactions)

### Continuing Education:

- The physical program is reinforced with a convenient set of desktop flip cards to reference when needed.
- The mental aspect of the program is reinforced by employees access to several 5-10 minute guided online meditations that they can utilize at any time via a specific code. Our program will also provide an center-wide pre-program email questionnaire that will establish a baseline prior to initiation of the program, as well as a six week and a six month follow-up evaluation to measure effectiveness.

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