

# Ability-Engagement segmentation

## Fully engaged

- 100% employee and agent retention
- Employees and agents are driven by a strong personal desire to deliver the best customer experience possible
- They always take initiative to solve customers' problems
- They demonstrate pride in their organization and their work

## Weakly engaged

- Employee and agent turnover is high
- They don't really understand customer-centricity or why it's important
- They don't show much energy or interest in the work they do
- They wait to be told what to do

