



The C²Perform Index

Trends And Analysis - Q1 2024

Welcome to this edition of the C²Perform Index, our quarterly review of contact center and customer support industry trends, where we share insights from our analysis of more than 20 million data points. Culled from our work with companies in 30+ countries, we hope these findings will give you a high-level view of key trends and context for dealing with challenges in your organization.

1

Our data uncovered a striking surge in **eLearning course assignments**, showcasing a **nearly 300% increase** in the first quarter of 2024 compared to the final quarter of 2023. This dramatic growth for the period broke out of what had been steady increases in the previous four quarters, underscoring the evolving landscape of learning and professional development.

2

Platform users are getting more social, with a 26% increase in social media tool engagement this quarter. This reflects not only improved social integration within our user experience but also the expanded use of social media by our clients for employee engagement.

3

The latest data indicates a surprising **64% surge in knowledge base article creation** last quarter compared to Q4 2023, a notable deviation from past trends. This significant uptick is likely attributed to the implementation of new policies and processes that took effect in Q1 and may be seasonal in nature.



Communications Hub

In keeping with trend of increased messaging noted above, engagement with posts in our **Chatterfeed social engagement tool grew 21%** when compared to the prior quarter.



Learning

Despite eLearning course assignments increasing as noted above, the number of **traditional classroom sessions remained unchanged**. This suggests a steady shift towards virtual learning formats.



Coaching

We saw a **nearly one-third drop in corrective action plans** this quarter. While likely influenced by various factors, this trend aligns with the observed increase in coaching on our platform and suggesting a positive shift in developmental strategies.



Quality Assurance

During Q1, our data highlighted a notable **7.5% rise in the number of quality evaluations performed**. This category grew steadily during all of 2023, with Q1 2024 increasing **31% over Q1 2023**.



Knowledge Base

Our analysis of knowledge base articles revealed that approximately **40% was related to products or services**. The remaining **60%** consisted of content, such as policies or procedures, **not intended for customer consumption**.



Engagement

Our **reward and recognition tools usage increased 27% over the prior quarter**, with our **badge feature** being used more often by clients as part of an increased focus on employee engagement.

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