



The C²Perform Index

Trends And Analysis - Q2 2024

Welcome to the latest C²Perform Index, a snapshot of key contact center and customer support trends from our analysis of 20+ million data points from customers in 30+ countries. Beyond numbers, we address real issues you deal with daily. We hope you'll use these insights to stay on top of industry shifts, enhance performance and build stronger teams.

1

Team **social interaction** within the platform has surged, hitting unprecedented levels and growing another **17% in Q2 2024**. Conversations with clients link this spike to what appears to be a near-permanent shift toward hybrid or remote work models now in place with approximately 75% of our clients.

2

The shift towards **broader and quicker adoption of eLearning** continued this quarter, with a 29% increase in course completions compared to Q1 2024. We're on track for eLearning completions to overtake those of instructor-led courses by early 2025. Companies appear to be using eLearning in particular for refresher training and new product introductions.

3

We saw another substantial **20% quarter-over-quarter drop in Action Plans** (Performance Improvement Plans) in Q2 and a **33% decrease** for the first half of 2024. In researching this trend, we're seeing a positive correlation: increased coaching within companies tends to coincide with fewer Action Plans being issued, hinting at coaching's potential impact on performance.



Communications Hub

Reflecting the uptrend in social engagement, likes per post in our Chatterfeed employee engagement tool soared by **41%** this quarter and an impressive **70%** in the first half of 2024 compared to 2023.



Learning

While eLearning course completion surged in the quarter, the **count of active courses remained steady**. This implies greater utilization of content that has been created in the last six months.



Coaching

Coaching **continues to increase** on a year-over-year basis. **Sessions rose 3.5%** during the first six months of 2024, even with seasonal reductions due to vacations.



Quality Assurance

The **number of quality evaluations** performed continued a strong growth trend in the first half of 2024, with an **increase of 13%** compared to the first half of 2023.



Knowledge Base

Our customers are **increasing proactive use of their knowledge base content** with the assigned reading feature in the platform. For the first half of the year, **reading assignments increased 33%** compared with the same period last year.



Engagement

Another key engagement metric is utilization of our in-platform company store. So far in 2024, the **number of product SKUs in the store has increased by 13%**, signaling an uptick in interest by our customers and their employees.

We work with brands in 30 countries to improve performance and build stronger teams. Want to see how you stack up with companies in your industry?

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