



# The C<sup>2</sup>Perform Index

## Trends And Analysis - Q1 2025

Welcome to the latest C2Perform Index! We now look at more than 100 million data points for each edition of the Index, and the big story in the first quarter of 2025 was coaching. We'll get into some particulars below, but the big takeaway is that coaching activity on a per employee basis continues to surge.

1

Coaching activity on our platform continues to climb, with a **19% increase over Q4 2024** — and a striking **2.5x growth compared to the same period last year**. This marks our eighth straight quarter of growth, reinforcing how central coaching has become to improving both the employee and customer experience.

2

With a **36% lift in social engagement this quarter** compared to last year, we're seeing strong momentum toward more connections inside our client companies. This reflects a broader trend that we're seeing lately: Employees expect their technology tools to foster not just productivity, but participation as well.

3

While the number of new **eLearning** courses added dipped slightly in Q1, **course completions were up 21% year-over-year**—a strong signal that users are increasingly turning to on-demand learning. Based on client feedback, much of the content development happened late last year to prep for new programs and procedural updates that launched in early 2025.



### Communications Hub

Use of **Broadcast Messages** - a built-in messaging tool that allows leaders to instantly communicate high-priority updates across workgroups – **increased 31%** over the same period last year. This trend is consistent across clients who have an onsite, hybrid or remote work environment and reflects the need to be able to communicate important information at scale.



### Learning

Reversing a trend of three straight quarters of decline, **in-classroom training sessions saw an uptick 14%** over Q1 of 2024. While more and more companies are moving toward a larger mix of digital courses, the change may reflect more teams returning to hybrid or in-person work and reengaging with on-site learning.



### Coaching

As we previewed above, coaching sessions in the platform **increased 153% over Q1 2024** and **19% over Q4 2024** coincides with a **20.5% reduction in Performance Improvement Plans** issued. The takeaway: *When coaching becomes part of a company's culture, course corrections happen earlier and more effectively.*



### Quality Assurance

While the number of **quality evaluations doubled** year over year, **calibrations rose even more sharply – 136%**. The increase in calibrations reflects that shared understanding – and not just scorecards – drives consistency and better outcomes.



### Knowledge Base

A couple of data points really got our attention this quarter - **knowledge base content grew 34% year over year, while page visits dipped slightly**. We're exploring an encouraging possibility: Fewer visits may mean that people are retaining information, which reduces the need to revisit the content. *A key sign of a mature knowledge management ecosystem isn't clicks – it's fewer repeat questions.*



### Engagement

**Badges awarded** in the platform **rose 28% year over year** – indicating companies are leaning into *consistent recognition as a core component of employee engagement*. When done regularly, even small amounts of acknowledgement can reinforce the behaviors teams want to encourage.

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