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## Trisha Degg, VP, Talent Programs & Operations – ITA

### What is ITA?

ITA is a business services organization that provides our members with access to the local tech economy, resources to attract and retain top talent and visibility for their brand. Our goal is to connect and strengthen the local tech community – to drive the kind of investment, talent, and innovation that will make people talk about Chicago as a leading tech ecosystem. Follow us at @ITABuzz

# Attracting And Retaining Millennial Talent In The Contact Center

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It's no secret that retention rates for millennials in the workplace are in decline. In contact and call centers, turnover averages around 33%, but can skyrocket into the triple digits! By understanding this large socio-generational group, contact center leadership can respond better to them and to the society they represent. In this session, we will examine millennial stereotypes and actualities, as well as delve into the best practices for creating a generationally-tolerant workplace culture. Learn how to secure millennial talent to support your business for years to come.

## What is a millennial? Born between 1982 and 1995 – came of age between years 2000-2010

### Facts:

1. Millennials believe they are friendly, open-minded, and intelligent
2. Millennials appreciate the value of entrepreneurial motivation.
3. They are socially aware and socially motivated.
4. When Millennials trust their leadership, they feel most engaged at work.
5. They are not promoters of professional stagnation

## What is Gen Z? Born after 1995

How they differ from Millennials:

1. Less Focused
2. Better Multi-taskers
3. Bargains
4. Early Starters
5. Even more entrepreneurial
6. Higher expectations
7. More global

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So, what does this mean for you? How do you attract and/or retain these millennials?

First, why are they important? Millennials reflect your customer-base. You will build a better customer service experience if your customers can relate to their reps.

1. Be transparent
  - Glassdoor, LinkedIn, open communication in the workplace
2. Think outside the box when recruiting
3. Challenge them
4. Know your audience – learn about them and build a culture FOR them
5. Embrace technology
  - Flexible work schedules, work from home, etc
  - Tech in the recruitment process (AI)
6. Empower your employees

Questions?

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