



BUSINESS CASE · CUSTOMER SERVICE

Activating the service behaviors that move CSAT, retention, and agent wellbeing.

Why call-center training fades the week after roll-out — and how a 21–30 day micro-behavior platform reinforces the small moments that drive every CX metric you care about.

PREPARED FOR

CX Leaders · Contact Center Directors · L&D

PREPARED BY

Gamechangers Consulting
The Gamechangers Challenge — Behavior Activation™

Executive summary

The Gamechangers Challenge is a 21–30 day micro-behavior platform that bolts on to your existing systems. It doesn't replace your training, your tooling, or your leaders. It does the one thing none of those tools were designed to do at scale: drive the **daily 5-minute behaviors** that turn a program into a habit and a habit into a culture.

92%

POSITIVE IMPACT

88%

TOOK DELIBERATE ACTION

90%

STRONGER TEAM CONNECT

94%

WOULD RECOMMEND

Outcomes across 6 consecutive cohorts · 327 participants · independent academic deployment (FIU, Jan 2025 – Jan 2026). The same behavioral engine is now being configured for this vertical.

The thesis in one line

CSAT isn't built in the training room. It's built in the next call. Use the customer's name. Reflect back what they said. Acknowledge a teammate. The smallest behaviors compound into your CX score.

The pattern every CX leader sees

Every leader we talk to describes the same pattern. The shape is universal; only the codes change.

Where service behaviors leak

Post-training fade. Soft-skill workshops feel great Friday; gone by Tuesday's queue surge.

Quality-monitoring fatigue. QA scores improve, but only on the calls being scored.

Empathy drift. Agents under pressure default to scripts; customers feel processed, not served.

Recognition gap. Great calls happen all day. Almost none are named, by name, in the next two hours.

Burnout cycle. Wellbeing is talked about quarterly; supported never. Attrition follows.

The solution: a daily 5-minute practice

The Gamechangers Challenge is a 21–30 day micro-behavior platform that bolts on to your existing programs. It does not replace your tools, your training, or your leaders. It does the one thing none of those were designed to do at scale: drive the daily behaviors that turn a program into a habit, and a habit into a culture.

AIM

Pick the service behavior that drives your CSAT, FCR or retention metric — the one already on your scorecard.

ALIGN

Configure 21–30 days of micro-prompts that fit between calls, mobile-first, no LMS required.

ACHIEVE

Daily 5-minute practice — peer-visible, supervisor-light, tied to the moments that move CX.

SUSTAIN

Behavior data feeds your existing QA and workforce dashboards, so gains hold past week three.

What it's worth on a 500-seat contact center

- A 1-pt CSAT lift, held for a quarter, typically pays for the program many times over.
- First-call resolution gains show up in AHT and repeat-contact rate within the first cohort.
- Attrition is the silent line item — recognition and connection behaviors move it fastest.

Next step

Map the first sustainment sprint with our team.

[Book a strategy call →](#)