

What is the most valuable thing in your business? Your customers. Customers need to be looked after well. And who looks after these customers? The Customer Service Expert!

Picture for a moment doing their job. Their job is very rewarding, but it's also very demanding: it requires that you help different customers, who contact they company via different means. Everything needs to be recorded, in order to provide excellent customer service. After a phone call is done, this call needs to be logged. Even when not dealing with the customers directly, customer service representatives always find something to do. **And all of this happens constantly and continuously: calls, logging calls, working with the customer on live chat, replying to emails, helping colleagues, researching more difficult questions ... !** There never really is a *right* time for a break. There rarely is even time!



Unfortunately, this way of working has been proven to be **very unproductive** in the longer run. Productivity decreases between breaks, and not taking a break at the right time will actually hurt the performance of the Customer Service Expert. This has been proven by multiple studies.

Too much stress will lead to mistakes, and bad customer service: everybody is more patient and friendly when they're calm!



Who would you rather speak to as a customer?

So while your Customer Service Expert looks after your customers, who looks after your Customer Service Expert?

We do!



We help the Customer Service Expert create time for a short break, by **identifying the right time** for one. The right time depends on a lot of factors: how long since you took your last break? How long until your next scheduled break or the end of your working day? Are you currently in the middle of something? **We'll only notify you when you're done!**



Once we identified the right time, **we alert the Customer Service Expert that it's time for a break.** **Our alerts work where you do:** in [Chrome](#), while you are working in [Salesforce](#). Or in [Outlook](#), where you plan your day and where you communicate with the *customers*. **Our alerts are created to be looked at and enjoyed:** the soothing and energizing colours draw you in, the notifications are refreshing, and the imagery is fun. People can relate to the animals pictured.

We don't just identify the perfect time to take a break, and we don't just alert you to take one. **We also inspire you to actually take one.** We do this in two ways:

- **Social breaks:** Customer service agents spend a lot of time giving their social energy. People often feel drained after speaking to customers. The best way to recharge your social energy is by spending time with others and let off some steam together. Additionally, people very often don't want to be seen to be the only one to take a break, even when they know that it is actually beneficial for their performance. By bringing people together during their breaks, people don't feel ashamed to step away from their desks.
- **Beneficial breaks:** Not all breaks are equal. Just like with food, there are also junk breaks. While a junk break is still technically a break, it doesn't fulfill the same function: it doesn't give you what you actually need. We inspire people to take truly beneficial breaks, by suggesting a fun yet healthy break activity. Once you have experienced the benefits from our breaks, you will look forward to our next notification!

