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LEVERAGING THE GIG ECONOMY TO DRIVE HIGH-VALUE CUSTOMER EXPERIENCE (CX)



Companies are facing people and talent management challenges such as agent sourcing, agent retention, training, and career development. Businesses need partners in the gig economy that can provide on-demand, scalable, omnichannel CX within budget.

The gig economy has been fueled by major macroeconomic trends such as:



Current economic downturn



New remote work expectations



New digital platforms facilitate and optimize the gig economy



Reducing office space and commutes bolster employer sustainability goals



More flexible workforce aligns with growth trends and pressures

Gig strategies improve flexibility: staff flexibility is the #1 roadblock to achieving CX goals (87% of respondents).

Who uses gig workers for contact centers?



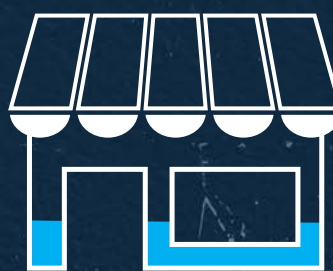
7 out of 10
companies in 2023



9 out of 10
companies by 2025



33%
of FSI and healthcare



30%
of retail use gig workers

Industry Example: The Modern Gig Worker Platform

Omni Interactions has a leading gig worker platform:

75k+
Gig Brand
Ambassadors

Over **80%**
college
educated

Average
14 years
of experience

Fully focused
on virtual call
center work

Smart tools reduce costs, increase customer satisfaction



Omni data shows a **25%** reduction in OpEx and **11%** lower handling times

Learn more about today's gig economy and Omni Interactions at:

[About Us - Omni \(omniinteractions.com\)](#)

[Solutions - Omni \(omniinteractions.com\)](#)

[Case Study Archives - Omni \(omniinteractions.com\)](#)

<https://omniinteractions.com/blog/are-you-a-gig-worker-you-deserve-the-best/>