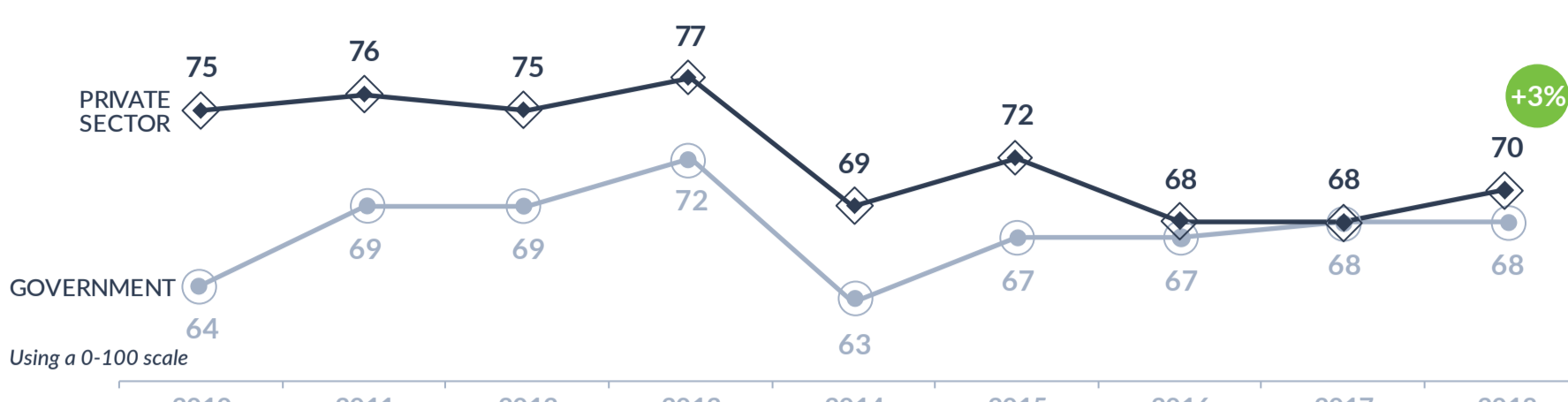
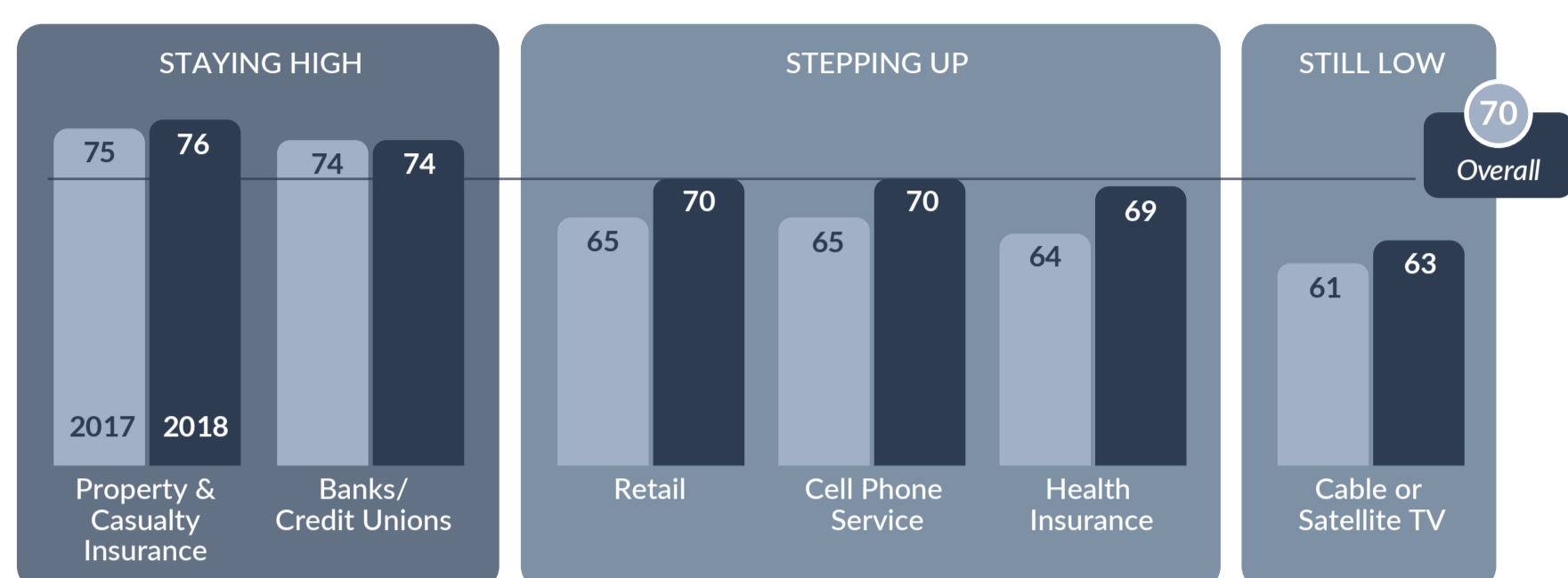


CONTACT CENTERS | TRENDS IN CUSTOMER EXPERIENCE

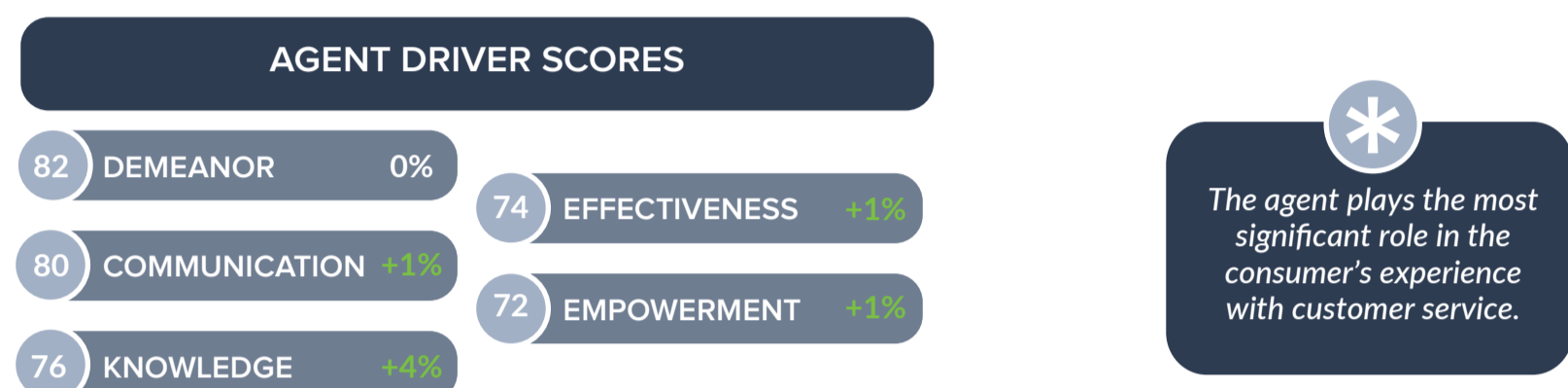
CONTACT CENTER SATISFACTION INDEX 2018 (CCSI) IS UP



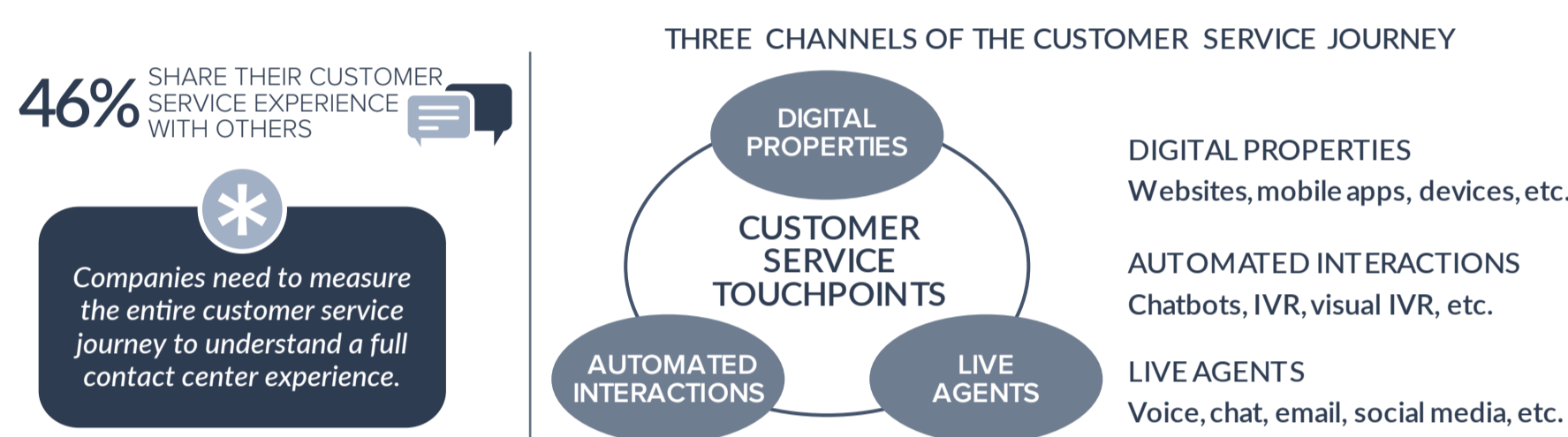
PROPERTY & CASUALTY INSURANCE AND BANKS/CREDIT UNIONS REMAIN HIGH



CONSUMER EXPERIENCE WITH CUSTOMER SERVICE AGENTS IMPROVES



MEASURING THE CUSTOMER SERVICE JOURNEY



1 DIGITAL PROPERTIES Customers Expect Online Self-Serve Tools

72% VISIT DIGITAL PROPERTIES TO RESOLVE THEIR ISSUE BEFORE CONTACTING CUSTOMER SERVICE

PROPERTIES CUSTOMERS USE TO RESOLVE THE ISSUE BEFORE CONTACTING CUSTOMER SERVICE*



SOME CUSTOMER SUPPORT SHOULD BE ADDRESSED ON THE COMPANY WEBSITE

TOP REASON CONSUMERS CONTACT CUSTOMER SUPPORT

33% Billing inquiry or billing problem

49%

of these customers visit the company website prior to contact

WEBSITE IS NOT AT ALL HELPFUL

21%

2 AUTOMATED INTERACTIONS Virtual Agent Technology is not the Solution—yet

88% WHO REACH AN IVR END UP TALKING TO A LIVE AGENT TO RESOLVE THEIR ISSUE

CUSTOMERS DON'T WANT TO SELF SERVE WHEN CALLING

CCSI OF CUSTOMERS WHO CALL CUSTOMER SERVICE

76

Agent only

65

Some or all IVR

CCSI OF CALLERS WHO REACH AN IVR SYSTEM

71

IVR was sufficient

68

Skipped IVR, reached agent

65

Tried IVR, but needed agent

44

No agent available

BUT AUTOMATED RESPONSE TECHNOLOGY IS IMPROVING

COMPANY/TECHNOLOGY	WHAT IT DOES	SAMPLE COMPANIES USING IT
amazon AMAZON LEX	"Amazon Lex is a service for building conversational interfaces into any application using voice and text."	Capital One, NASA
IBM WATSON CHATBOT	"Use Watson to build robust, enterprise-grade chatbots to transform your customer service department and more."	STAPLES, H&R BLOCK
Radial VISUAL IVR	"Visual IVR On-Demand guides customers to answers through touch screen menus streamed to their smartphone."	AÉROPOSTALE, Michaels

3 PROFESSIONAL AGENTS Live Agents Still Drive Customer Satisfaction

79% CALL ON THE PHONE WHEN CONTACTING CUSTOMER SERVICE

PROFESSIONAL CALL HANDLING BY AGENTS LEADS TO A GREAT EXPERIENCE

HIGHER CCSI

+36%

When issue is resolved by one agent

+44%

When issue is resolved on first call

+27%

When issue is resolved within 10 minutes

PROFESSIONAL LIVE AGENTS DRIVE CUSTOMER SATISFACTION

HIGHEST IMPACT DRIVERS

	EFFECTIVENESS	EMPOWERMENT
KEY MEASURES	Explaining the process to address your issue	Policies that make sense
	Helping you find the information you need	Ability to offer product/solution tailored to your situation
	Successfully completing your interaction	Being empowered to address your issue

Download the full report PDF to learn about the top priorities for agent improvement.