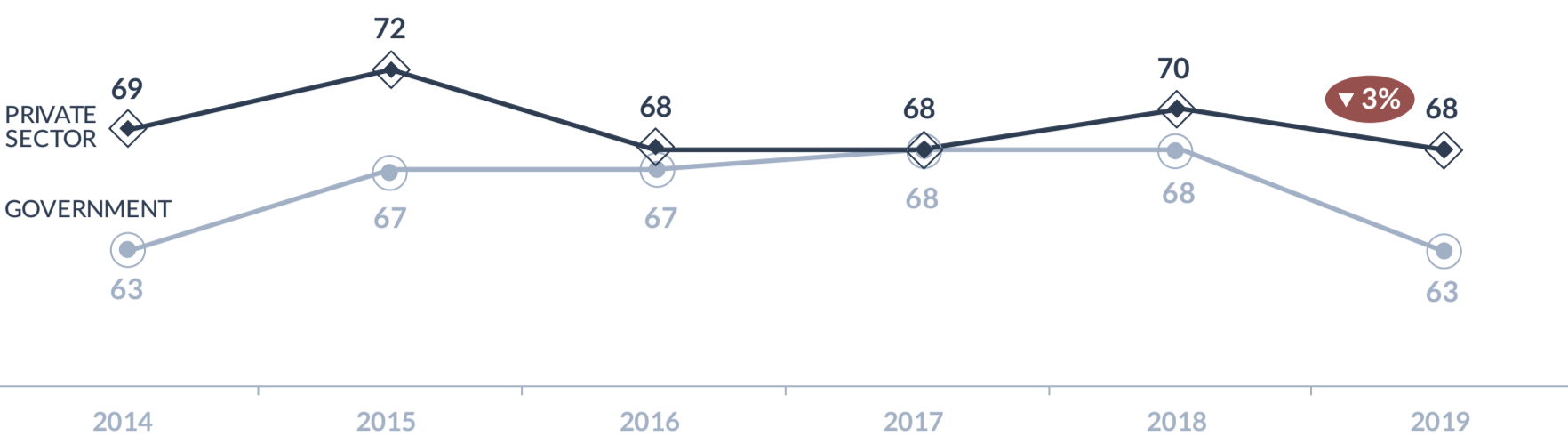


CONTACT CENTERS 2019 TRENDS IN CUSTOMER EXPERIENCE

CONTACT CENTER SATISFACTION INDEX (CCSI)

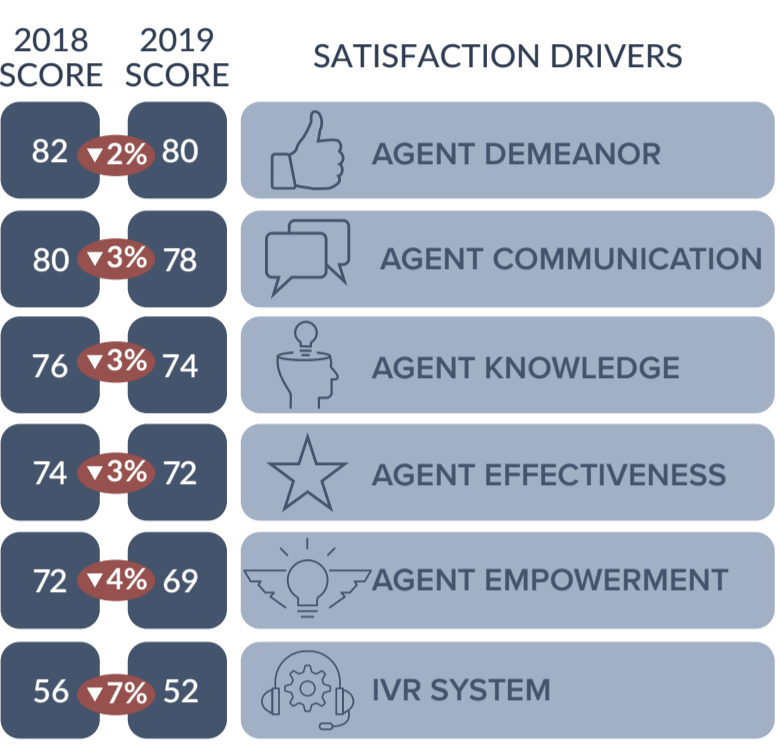
CUSTOMER SATISFACTION WITH THE CONTACT CENTER EXPERIENCE IS DOWN



Using a 0-100 scale

CONTACT CENTERS MUST IMPROVE THE CUSTOMER EXPERIENCE

SIX DRIVERS OF AN EFFECTIVE CONTACT CENTER EXPERIENCE

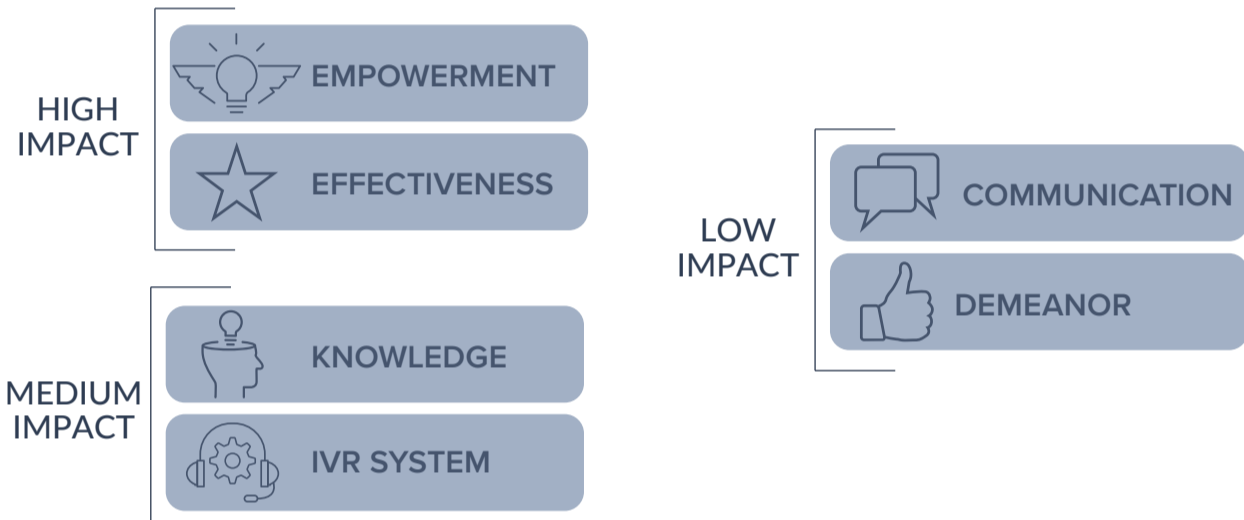


To improve customer satisfaction with the contact center experience and resulting customer actions, contact center managers must prioritize operational improvements among the six elements of the contact center experience.

CCSI SCORES BY INDUSTRY



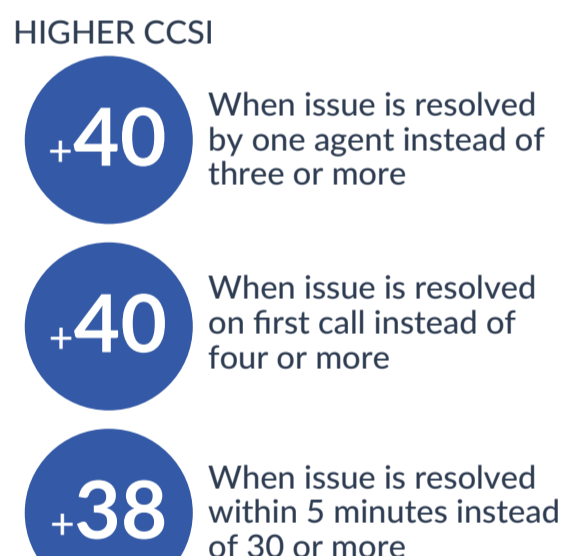
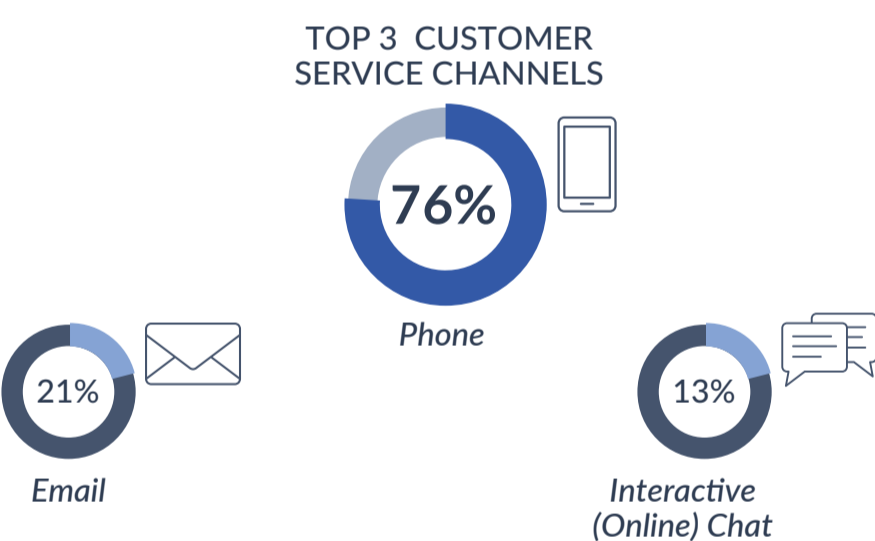
DATA MODELING SHOWS HOW SATISFACTION DRIVERS IMPACT CUSTOMER ACTIONS



THREE AREAS FOR IMPROVING THE CUSTOMER SERVICE JOURNEY

1 EMPOWERING AGENTS TO SOLVE CUSTOMER PROBLEMS

+27% THOSE WHO SPEAK DIRECTLY WITH A LIVE AGENT ARE MORE SATISFIED THAN THOSE WHO FIRST REACH AN IVR



2 DESIGNING BETTER IVR FLOW TO REACH LIVE AGENTS

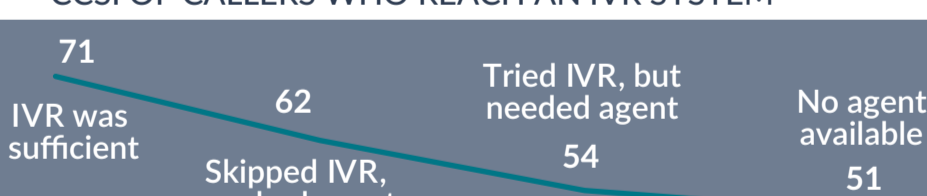
44% REACH A VERSION OF IVR WHEN THEY CALL CUSTOMER SERVICE

CUSTOMERS DON'T WANT TO SELF SERVE WHEN CALLING

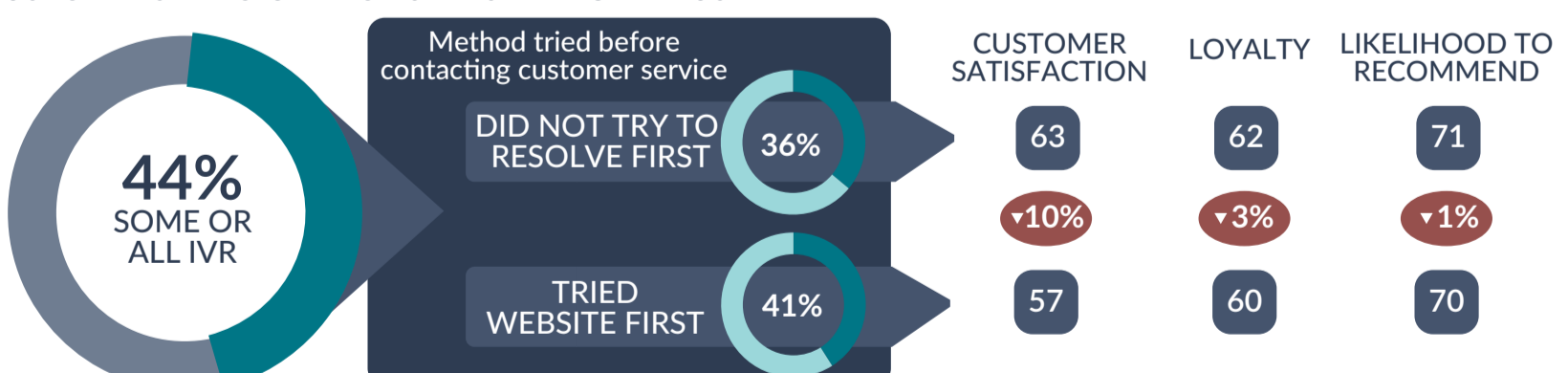
CCSI OF CUSTOMERS WHO CALL CUSTOMER SERVICE



CCSI OF CALLERS WHO REACH AN IVR SYSTEM



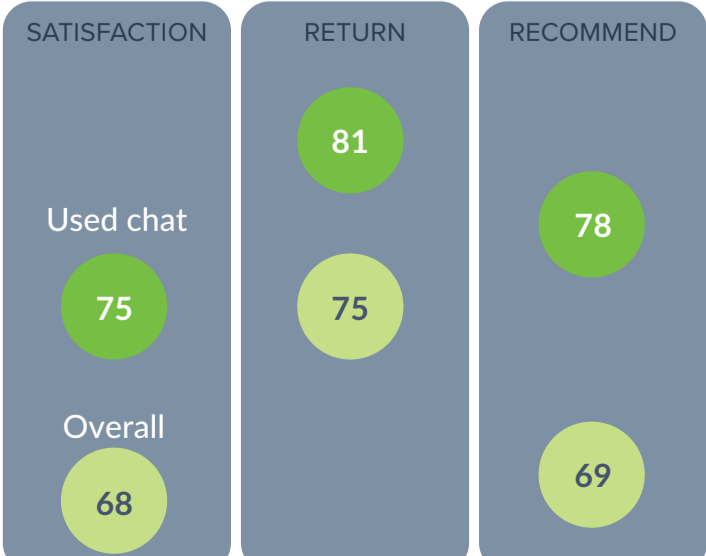
CUSTOMERS WHO CANNOT SELF SERVE GET FRUSTRATED WITH IVR



3 MAKING CHAT AVAILABLE FOR MOBILE DEVICES

48% OF THOSE WHO TRY THE COMPANY WEBSITE BEFORE CONTACTING CUSTOMER SERVICE USE A MOBILE DEVICE

ONLINE CHAT USERS ARE MORE SATISFIED THAN AVERAGE



MANY CUSTOMERS TRY TO SELF SERVE ON A WEBSITE USING A MOBILE DEVICE

