

Contact Center Plans and Priorities

Webtorials Editorial/Analyst Division
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Survey Highlights

- The following charts represent the views of respondents of two types:
 - Those that work in, rely on, or support the Contact Center, or exert purchasing influence over Contact Center operations
 - Users of Contact Centers without direct involvement in Contact Center operations
- Majority of these respondents are in the US/Canada
 - About 73% US/Canada for those directly involved in Contact Centers, 58% for Contact Center users
- Variety of Contact Center deployments, company sizes, and industries represented
 - Healthcare, financial services, and education are most common
- Details at end of presentation for both sets of respondents
- Data collected Summer of 2010
- This research was made possible in part due to the generous support of Avaya



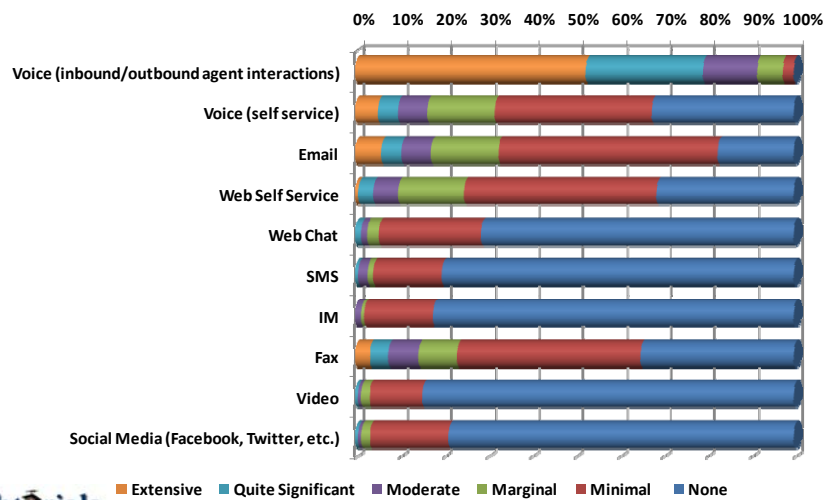
Key Findings

- Contact Center professionals expect the next two years to bring strong growth in non-voice interaction vectors
 - Email, web self-service, and web chat expected to lead the way
 - Strong uncertainty about the exact contours of future methods of communication in Contact Centers
- Perceptions of current Contact Center service quality vary dramatically between operators and users of Contact Centers
 - Contact Center operators think they deliver superior care, and also think that their end customers are mostly happy with their care. Users of Contact Centers disagree.
- The perceived capability to provide customer satisfaction and experience management in real-time dramatically lags their perceived importance.



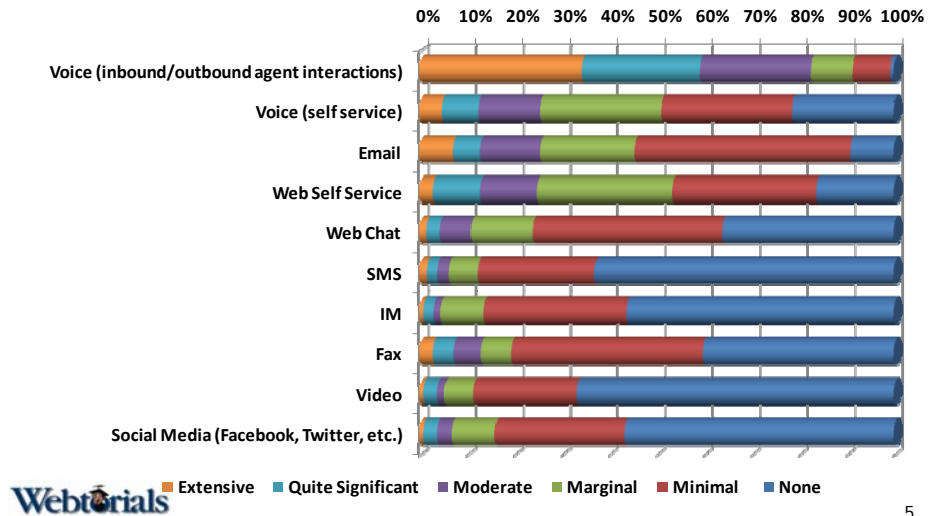
Customer Interactions

- What percent of CURRENT customer interactions for external customer care use each of the following channel types?



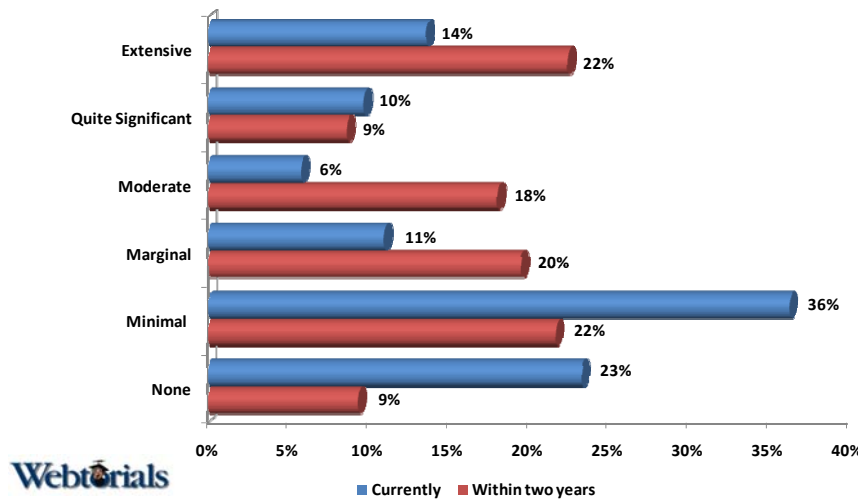
Customer Interactions

- What is your estimate of the percent of customer interactions for external customer care that will use each of the following channel types in TWO YEARS?



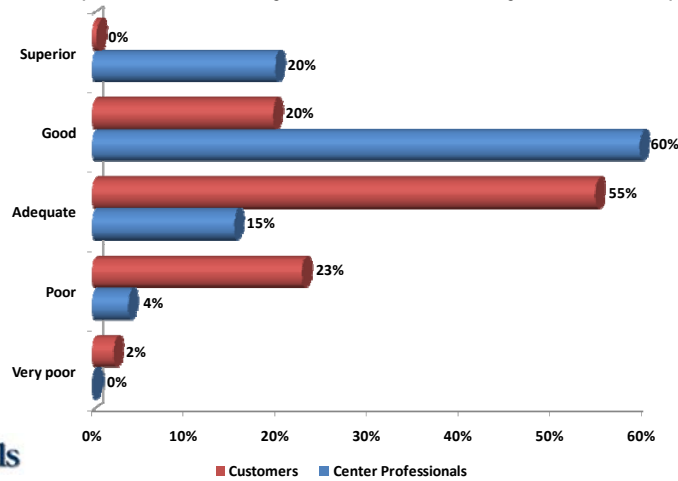
Voice Agents and Multimedia

- Within your contact center, what percentage of your voice agents also handle multimedia (Email/Web Service/WebChat/SMS/IM/Social media)?



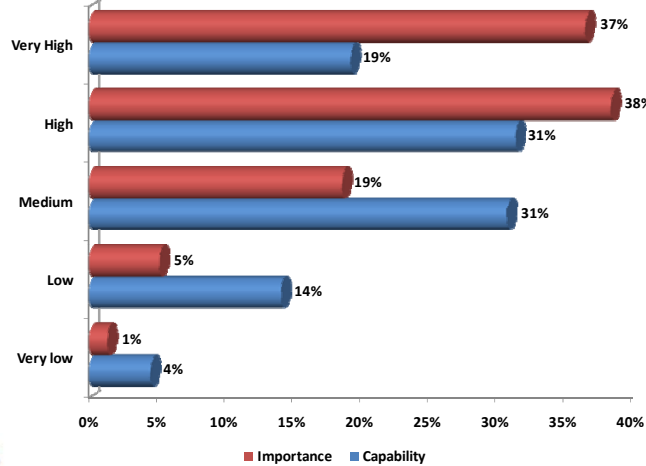
Contact Center Service Quality

- Please rate your understanding of the level of service your Contact Center delivers to your end customers vs. as a consumer, when you contact Customer Service Centers of companies other than your own, how would you rate the experience?



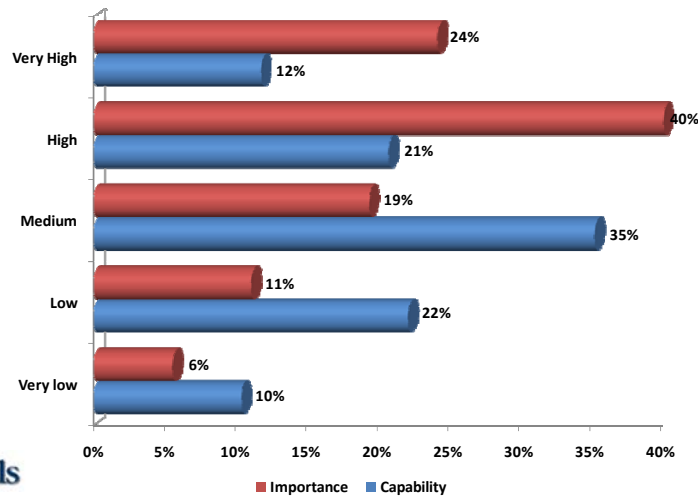
Reporting and Analytics

- To what extent do you currently have reporting & analytics capabilities to analyze, understand, and act upon customer satisfaction issues in real-time? How important is this?



Experience Management

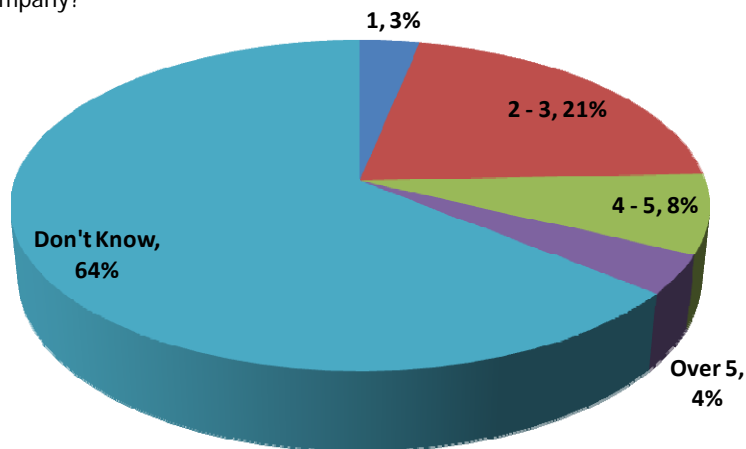
- What is your current capability to access real-time customer-specific data to know how a customer wants to be served and by which agent? How important is this?



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Poor Experiences

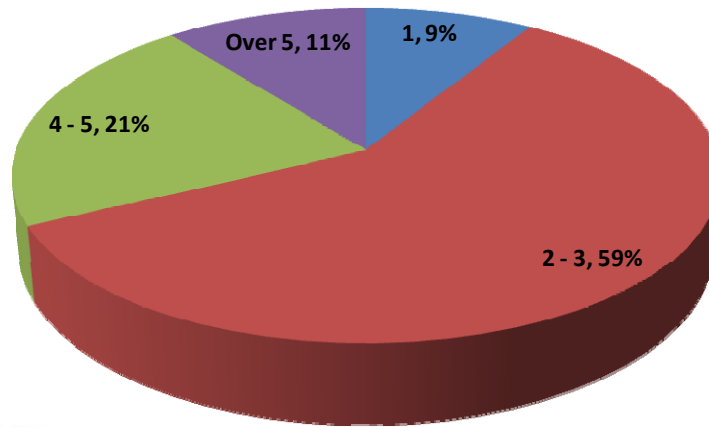
- Based on your knowledge of your contact center operation, after how many poor or very poor experiences do your end customers stop doing business with your company?



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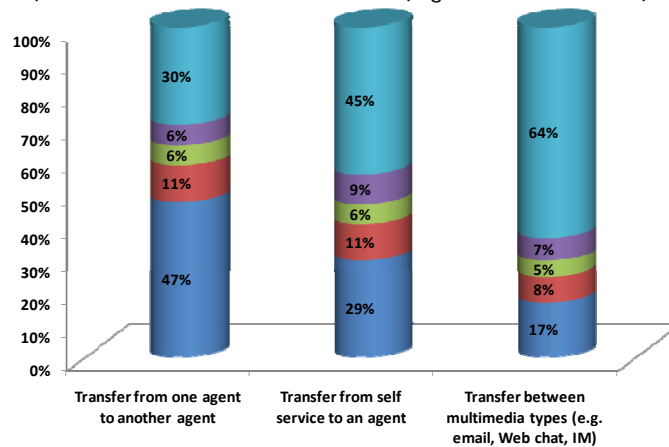
Poor Experiences

- Based on your knowledge of your contact center operation, after how many poor or very poor experiences do your end customers stop doing business with your company? (Of those with an opinion)



Data Loss

- For an end-to-end customer transaction, how much customer data is lost as the customer is transferred between agents, between type of interaction (Self-Service to an agent) or between multimedia channels (e.g Web chat to email)?



THANK YOU!

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