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WHERE CONTACT CENTERS ARE MISSING THE MARK WITH CUSTOMER CARE

ADAPTING LIVE CHAT AND REMOTE SUPPORT FOR THE CONNECTED, MULTI-CHANNEL CUSTOMER

Contents

Methodology

This paper was written by Ovum in collaboration with LogMeIn. The research and analysis contained herein is based on original, independent research by Ovum.

Ovum carried out a survey of 315 contact center managers and 400 customers across North America, Europe and Australia & New Zealand. Responses were gathered through a web-based survey program in November and December 2014. The surveys reviewed the importance of customer service in keeping customers loyal. It looked at customers' multichannel expectations and discovered gaps in the solutions that customers need compared with the mobile and web support tools that businesses are providing. The survey spans all sizes of business and major industry categories, including both public and private sector.

Respondent demographics
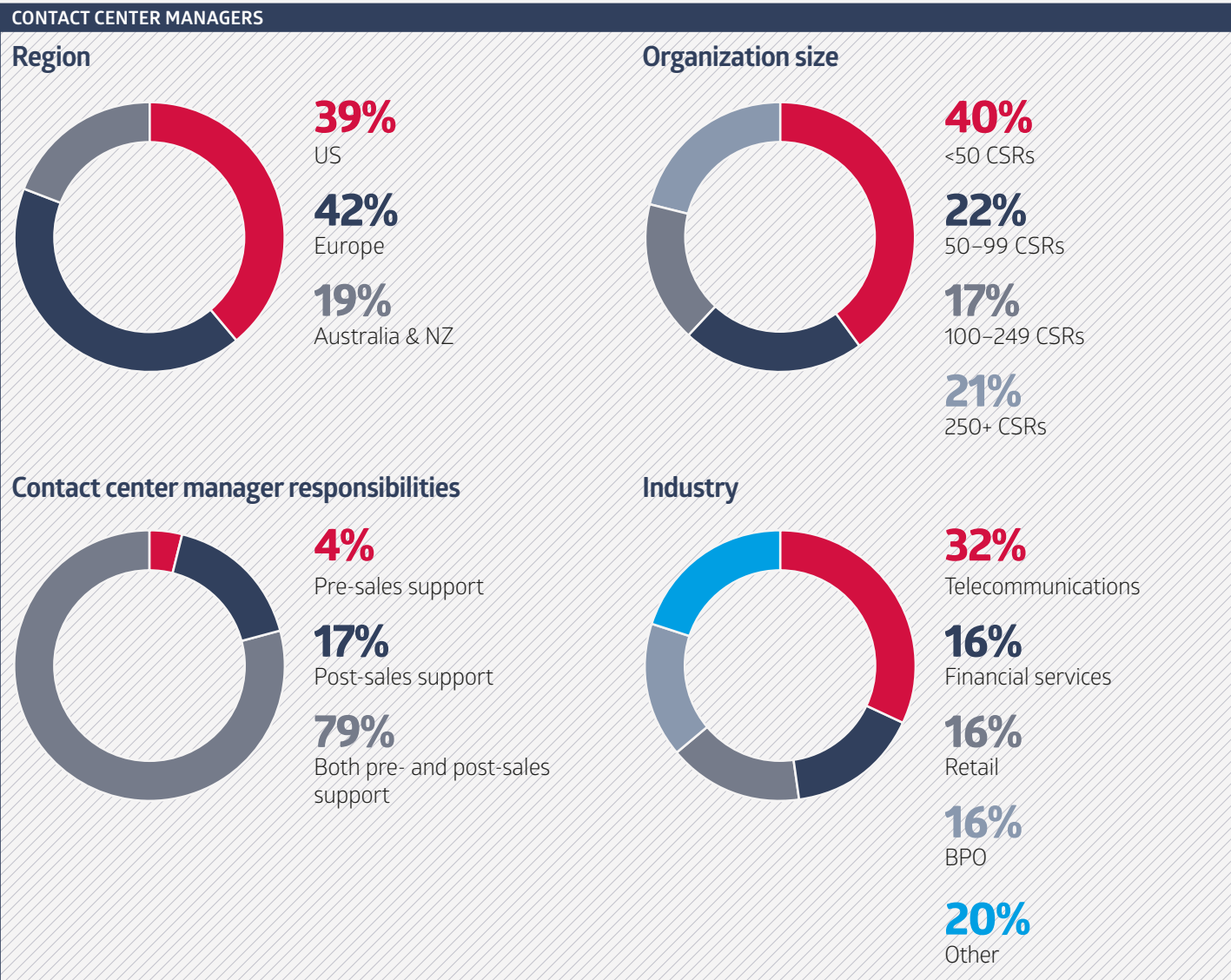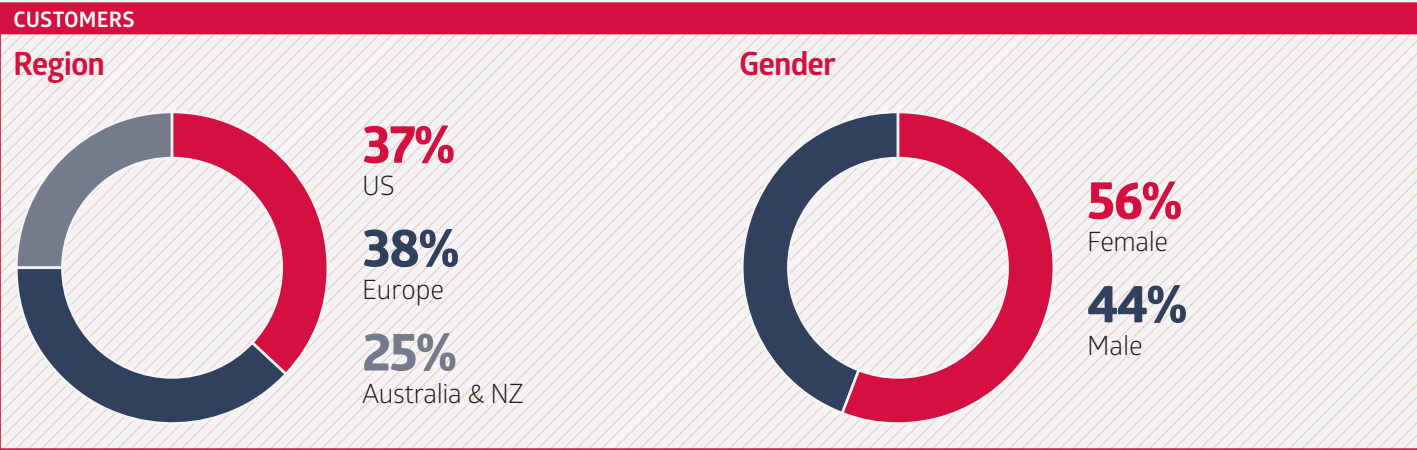
CUSTOMERS

Region

37%
US

38%
Europe

25%
Australia & NZ

Gender

56%
Female

44%
Male

CONTACT CENTER MANAGERS

Region

39%
US

42%
Europe

19%
Australia & NZ

Organization size

40%
<50 CSRs

22%
50–99 CSRs

17%
100–249 CSRs

21%
250+ CSRs

Contact center manager responsibilities

4%
Pre-sales support

17%
Post-sales support

79%
Both pre- and post-sales support

Industry

32%
Telecommunications

16%
Financial services

16%
Retail

16%
BPO

20%
Other

Introduction

The new multi-device, always-connected consumer has greater expectations for customer service and the ability to switch providers if a business doesn't meet those expectations. Customers are reaching out to businesses on different channels from different locations via smart devices, and, as a result, they want faster resolution times and more competitive prices. At the same time they are ready and willing to make their voices heard through social media when they are unhappy with a product or service or business interaction experience.

Although businesses are fully aware of new behavioral trends among customers, not all of them are tailoring their customer service tools to match customers' needs. They face challenges measuring cross-channel behavior and determining which channels to prioritize in order to improve resolution rates in non-traditional channels. Contact centers need to place more importance on understanding the relationship between support interactions, channels, and improving loyalty by investing in the right technologies.

Key findings

- Customer service relationships continue to be an important influencer in customers' decisions to do business with an organization. 76% of customers claimed to have stopped doing business with a brand following a bad experience. Businesses need to pinpoint the cause of customer dissatisfaction and make changes to improve retention and protect their customer base.

- Customers are frequently using the web to search for information before making a call to a contact center. 60% of customers said they use the web to look for information always or most of the time before contacting customer service. However, only 9% of managers believe that their customers frequently use the web before calling, showing a big discrepancy. Managers need new tools to track web behavior and link it to live customer interactions.

- The number of customers using live chat and email has doubled over the last two years. As this number increases further, contact centers must be ready to handle interactions in non-voice channels, but also to provide quick resolution, as resolution rates are lower for support inquiries across non-voice channels.

- Live chat is a promising channel for support interactions; not only does it offer fast access to agents, but it is efficient because agents can handle two or three chats at the same time. It can also be used on mobile devices, using links from a mobile application or site, and agents can link customer web behavior within a chat interaction so agents are more readily aware of particular behaviors.

- Customers are most frustrated with time taken to reach a representative and resolution time. They believe these issues have worsened over the last two years. Long hold times and automated service menus continue to irritate customers who are keen to get fast resolutions to their problems. This explains why many are turning to the web for support inquiries, with contact centers seeing almost 50% of interactions coming from channels other than voice.

- Managers do realize that customers need quick resolutions to their problems, as their priorities for 2015 are agent training and improving resolution times. They track resolution times and customer satisfaction among other metrics in order to improve connectivity between agents and customers, whether through new or traditional channels.

- The Internet of Things is not completely understood by customers, but they would be willing to use it if it means solving technical issues quicker. Contact center managers however are familiar with the benefits of connected devices and are keen to resolve issues remotely.

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Customer experiences directly impact loyalty

76% OF CUSTOMERS LEAVE AFTER ONE BAD EXPERIENCE

Access to information and product data on the web has dramatically increased, giving customers more power to make decisions about which companies they choose to do business with. They can write or read reviews of products and services, see competitor pricing, and determine the best way to fix a technical problem without even contacting a customer support representative. This means that businesses must be more on the ball than ever, monitoring how customers are using information online and understanding what drives loyalty.

Over two thirds of the surveyed customers have stopped doing business with an organization after a bad customer experience reminding us all how important customer service really is. Businesses need to ensure that customers are truly getting the support they need, whether through online tools or access to live agents when they need it.

FIGURE 1

76% of customers have stopped business following a bad experience.

Have you ever stopped doing business with a company following a bad customer experience?

76%
Yes

24%
No

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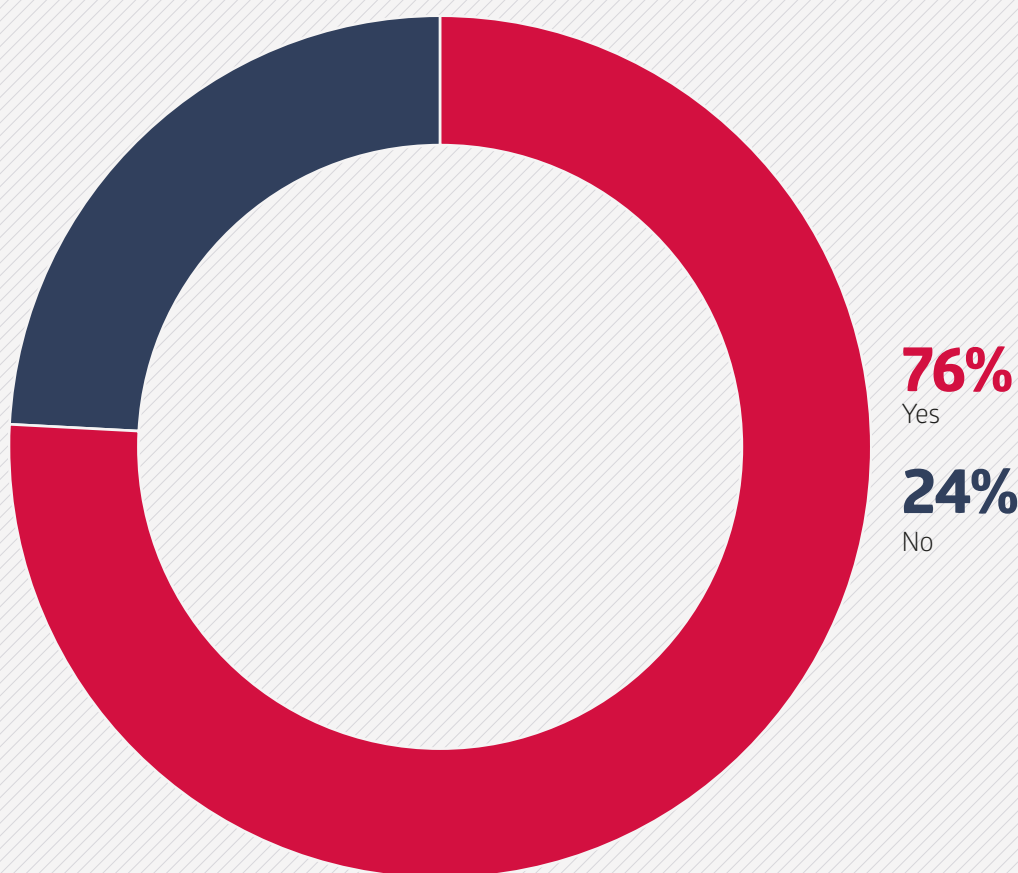
Customers look to web and mobile for answers first

COMPANIES CAN AVOID A CALL BY PROVIDING BETTER ENGAGEMENT ON THEIR SITES

A high 61% of customers claim to use the web to research information most of the time before they call the contact center, and a further 23% occasionally use the web for research first. This indicates two trends; either that customers cannot find the information they need online or that they are collecting useful information to bring to discussions with agents.

On the business side, only 28% of contact center managers believe that customers are using the web on a regular basis before making a call. They know that customers are using the web and mobile devices to find information, but the extent of web use has not been tracked as closely as it should be. Marketing teams typically have website usage statistics, but this data isn't always shared with customer support. Managers in the contact center need this data so that they gain a more complete picture of how customers are looking for information on the web and at which point they need to contact an agent.

FIGURE 2

61% of customers are using the web to find information before calling a contact center.

How frequently do you look for information on the web or a mobile device before reaching out to a live service representative?

29%
Always

32%
Most of the time

23%
Sometimes

9%
Rarely

8%
Never
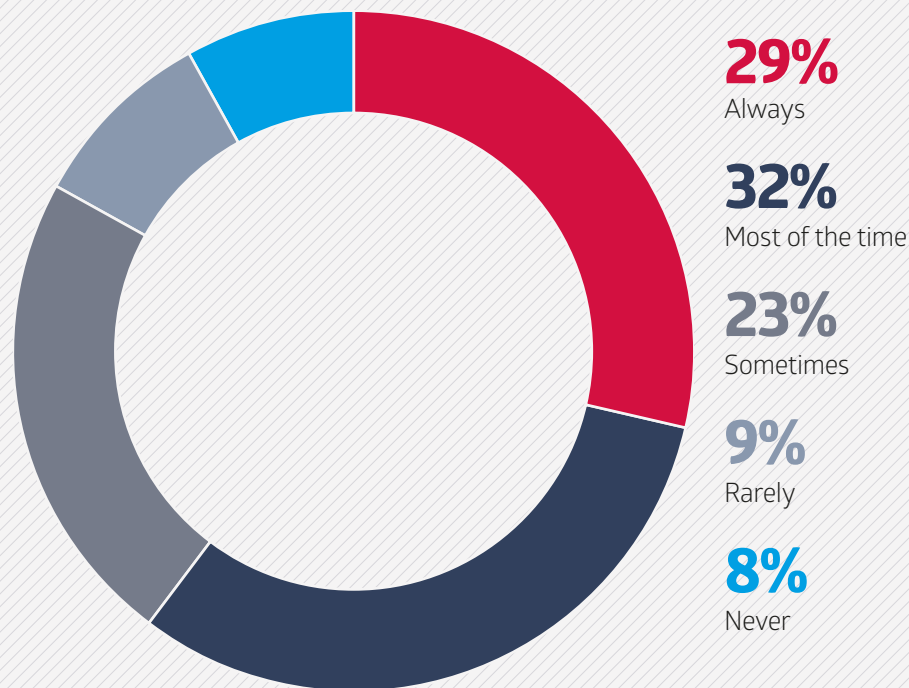
AGENTS NEED CONTEXT AROUND INTERACTIONS

In order to help customers more effectively, agents also need to understand how customers are using the web before they call into a contact center. They will benefit from links to website tracking data and previous contact history so that the customer doesn't need to repeat information when they call.

There is a discrepancy between customers' web use and manager knowledge of cross-channel behaviors.

How often do you get calls from customers that have tried to find support answers on your website or mobile site/application but were unable to resolve their issue?

9%
Very often

19%
Sometimes

42%
Rarely

17%
Never

13%
Unsure

How often do customers call after they have tried to find support answers on your website or mobile site/application but were unable to resolve their issue?
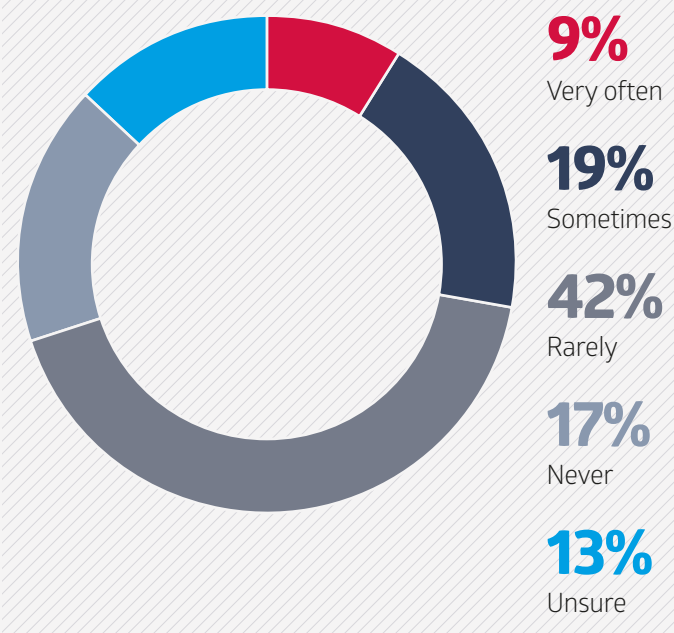

Customers
Managers
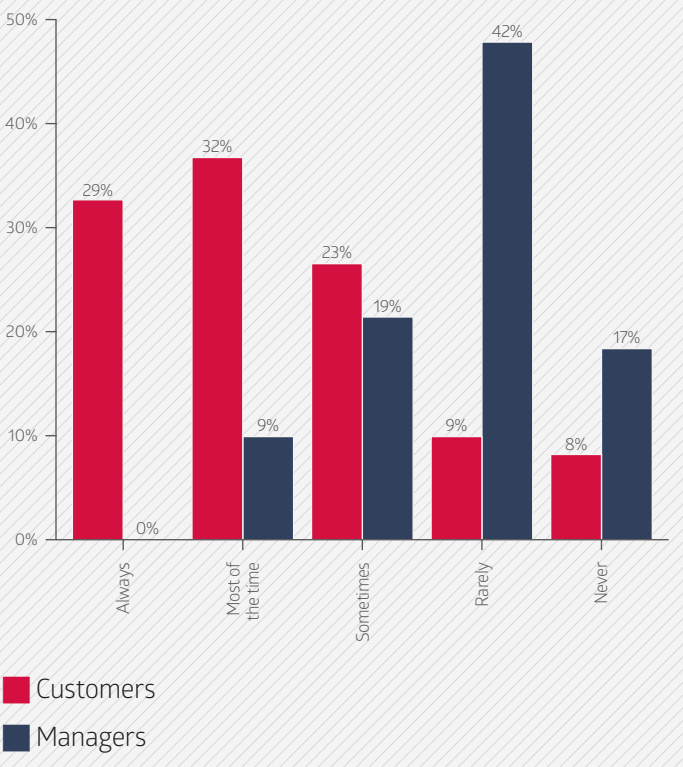
Customers are rapidly adopting new channels and changing behavior

USE OF EMAIL AND WEB CHAT CONTINUES TO GROW

While voice and email continue to dominate as the channels most frequently used by customers, it's clear that in just two years a shift has occurred. The number of customers using a mobile phone for calls doubled to 42%, and the number of customers using live chat also doubled to 28% in 2014. This growth is expected to continue as customers become increasingly reliant on smartphones and web interactions.

Chat benefits all parts of the business, particularly when added to websites or mobile applications. Its advantages are that it is easy to use, customers don't need to leave a website or application to connect with an agent, and businesses can easily monitor customer questions. In addition, agents are able to handle two or three queries at the same time and can use co-browse and web history to understand and preempt customer issues in order to resolve them more efficiently.

FIGURE 5

Mobile, web self-service and chat are growing rapidly for customer support.

Which of the following support channels do you typically use to reach a business with customer support questions? What did you use two years ago?

Channel	Today	Two years ago
Email	76%	49%
Call from landline	71%	79%
Call from mobile	42%	21%
Website & FAQ	41%	29%
Live chat	28%	14%
Mail	27%	30%
Mobile app	20%	8%
Social media	14%	5%
SMS	13%	7%
Communities	8%	6%

■ Today
■ Two years ago
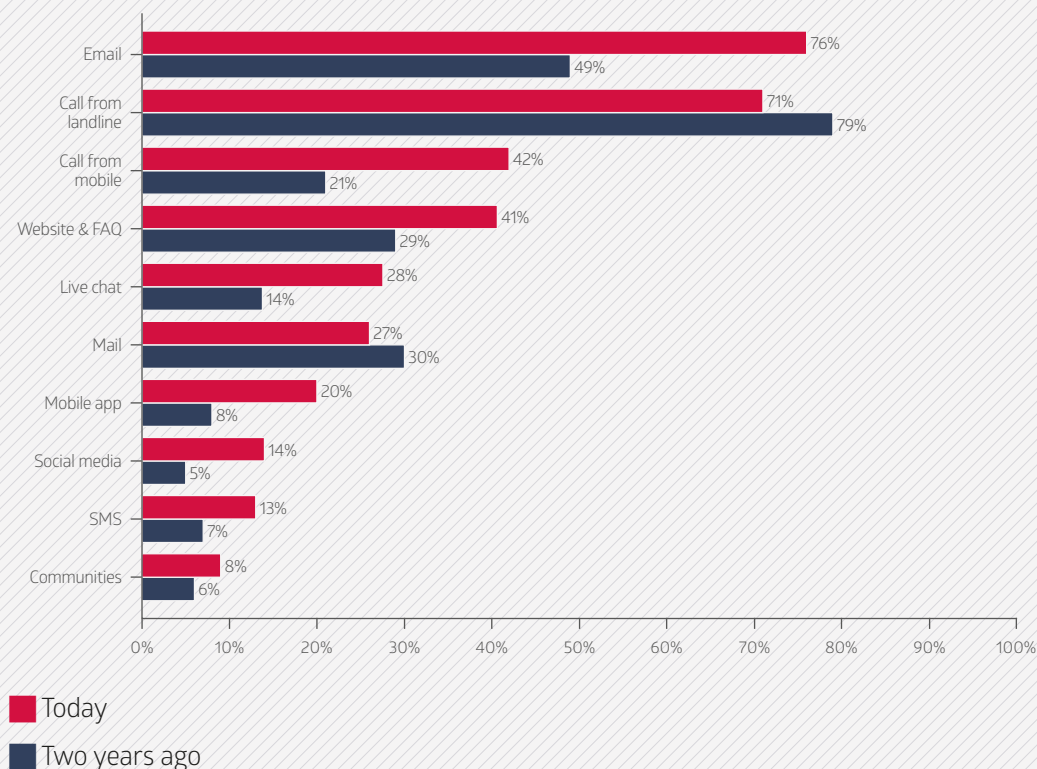
The number of customers using live chat has doubled in two years.

ACROSS REGIONS UPTAKE OF DIGITAL CHANNELS VARIES

Depending both on personal preferences and maturity of the regional market, customers show different preferences for choosing customer support channels. In Europe, email was pinpointed by customers as the most popular channel, with 13% more selecting email over a landline call as the way they typically ask customer support questions. Other variations came from digital tools, with US respondents showing a greater tendency to use mobile applications and social media for support whereas 50% of respondents from Australia and New Zealand selected websites and FAQ pages as a common way to find support answers. Despite these slight differences, overall results were similar across regions and businesses should look at their own customers and common queries in order to determine how to adapt their multichannel customer support capabilities.

FIGURE 6

Uptake of channels varies slightly for email and digital self-service tools.

Which of the following support channels do you typically use to reach a business with customer support questions? What did you use two years ago?

US

Europe

Australia & NZ

Customers use many different channels to connect

THE NUMBER OF TOUCH POINTS THAT CUSTOMERS USE HAS INCREASED OVER THE LAST TWO YEARS

One of the other interesting changes is that customers are using a broader range of channels, with some customers claiming to use at least six different channels to reach customer support. Personal preferences come into consideration as well as the fact that mobile applications, chat and self-service are improving and making it even easier to connect in different ways.

FIGURE 7

Customers are using an increasing number of channels.

Which of the following support channels do you typically use to reach a business with customer support questions? What did you use two years ago?
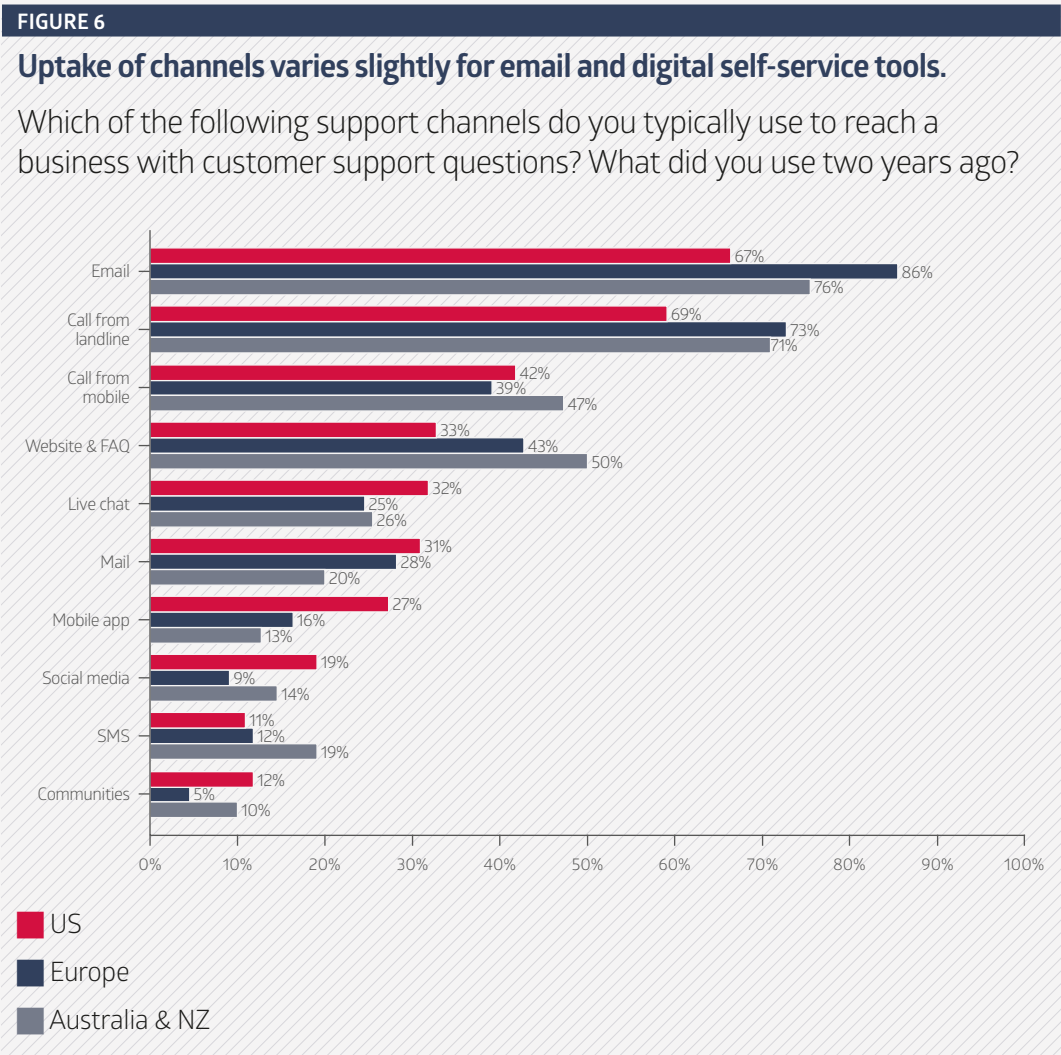

- Today
- Two years ago
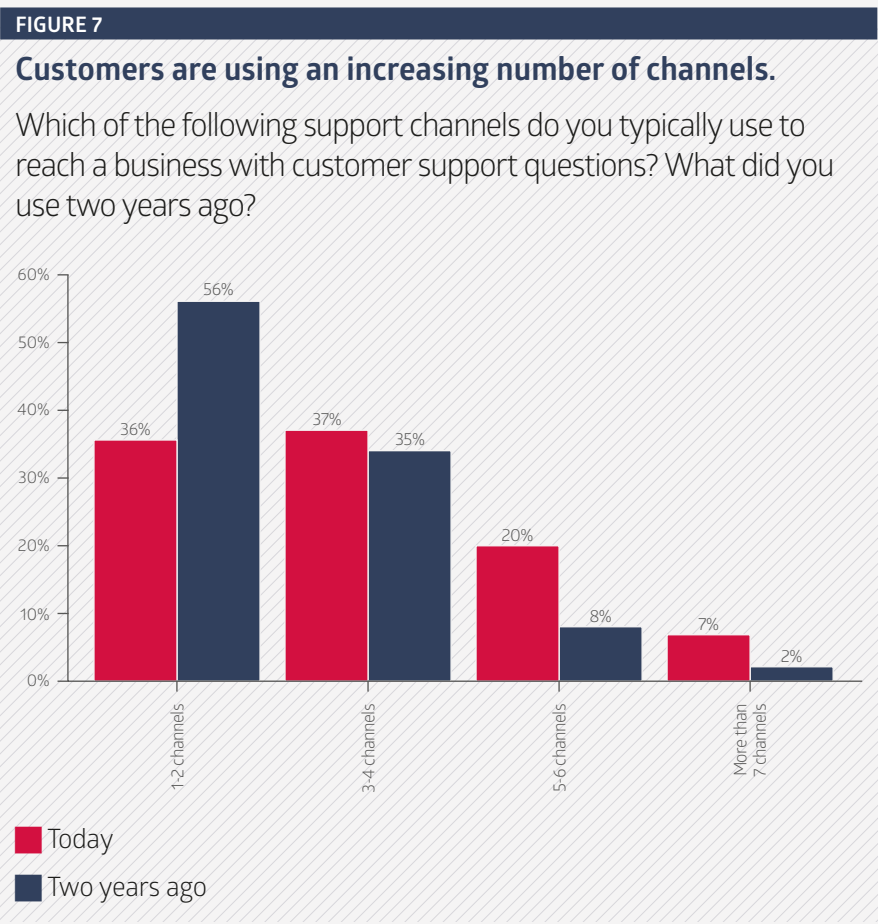
64% of customers use at least three different channels for support.

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CONTACT CENTERS ARE MISSING THE MARK BY NOT PRIORITIZING WEB & MOBILE CHAT

Contact centers have been keen to adopt new channels, and more than 60% have invested in social media. However, adoption of live chat is still much lower among respondents, despite its significant uptake by customers. While having email, voice and web FAQ pages should be

viewed as essential support options, contact centers need to address their provision of other channels and ensure they are ahead of customers in order to drive up adoption and resolution rates.

FIGURE 8

Contact centers still see email and voice as the essential support channels.

Which of the following support channels do you currently offer for customer service? What did you offer two years ago? (Please select all that apply)

Channel	Today	Two years ago
Email	94%	92%
Voice call	92%	86%
Website & FAQ	83%	77%
Mail	69%	65%
Social media	67%	59%
Mobile app	49%	38%
SMS	48%	47%
Automated touchtone	44%	44%
Communities	43%	39%
Live chat on web	34%	34%
Automated speech	32%	30%
Live chat on mobile	22%	19%

■ Today
■ Two years ago

A large number of interactions come from non-traditional channels

WEBSITES, SMS, SOCIAL MEDIA AND LIVE CHAT ALL PLAY AN IMPORTANT ROLE IN TODAY'S CUSTOMER SERVICE

While email and voice are still the most used channels for customer service, it's clear that the shift in interactions is impacting support. Managers stated that almost 50% of interactions come from channels other than voice and email, and this number is only likely to increase. Customers typically choose the same channels for both pre-sales support and post-sales support with the channel mix being aligned according to contact center managers.

FIGURE 9

Nearly 50% of interactions come from web and mobile channels.

Please provide an estimate for the percentage of customer interactions that come from the following support channels today

Voice 29% / 29%
Email 23% / 23%
Traditional channels

Website & FAQ 12% / 11%
Mail 9% / 9%
SMS 6% / 7%
Social media 6% / 6%
Mobile app 6% / 5%
Live chat on web 4% / 4%
Communities 4% / 4%
Live chat on mobile 2% / 2%
Non-traditional channels

■ Pre-sales support
■ Post-sales support
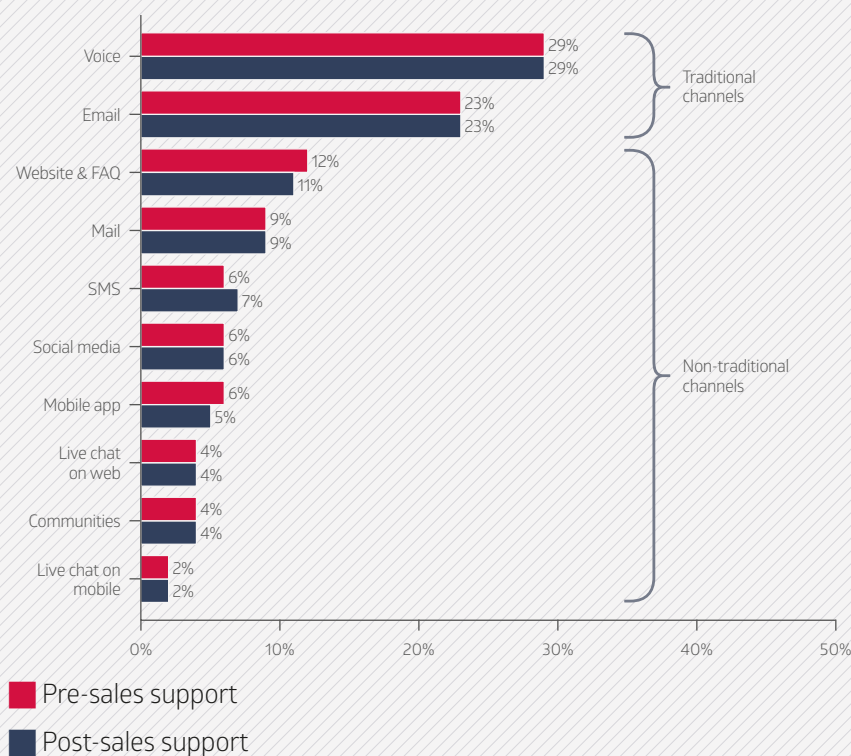
> 50% of interactions come from channels other than voice and email.

Resolution across digital channels needs to improve

IF CUSTOMERS KNEW THEY COULD GET A RESOLUTION TO THEIR ISSUES ON THE FIRST ATTEMPT, OVER 70% WOULD CHOOSE A CHANNEL OTHER THAN PHONE.

While phone and email are still the most frequently used channels, customers are increasingly adopting live chat for agent interactions and using the website for self-service. Customers want to use channels other than voice and email, but only if they if they know they can get a quick resolution to their issues.

Channel preference is also related to the urgency of an issue, or ease of access to self-service. For example, when asked about changing a reservation, only 12% of customers would choose to use voice if they knew other channels would help them find a resolution. Likewise live chat is a growing tool and the third choice after email and phone for billing queries. One thing that also becomes clear, when asking customers about their ideal channel choices, is that each customer has very different preferences and priorities and all of them need to be supported by businesses.

Customers typically connect twice before getting a resolution

ON AVERAGE, IT TAKES TWO INTERACTIONS BEFORE CUSTOMERS GET A RESOLUTION

On average, it takes two interactions before a customer resolves their issue. While this may not seem like a high number, over 50% of customers typically use more than two channels to find resolutions. Ideally this number would be lower and customers would find the answers to their question on the first contact.

The good news is that both customers and contact center managers agree that it typically takes an average of two interactions to resolve a customer's issue. Over 70% of

managers believe that customers typically use more than two channels before getting a resolution. Customers and managers are aligned and the number of interactions to get a resolution is not high. However, most contact center managers would strive to resolve issues after one interaction and according to the surveyed contact center managers, this is only happening about a quarter of the time. Contact centers need to focus on customer issues where it takes three or more interactions to resolve an issue because this can lead to high support costs.

FIGURE 10

Customers typically use two interactions before getting a resolution.

How many different interactions or touch points on average does it take before you find a resolution to your query?

- Pre-sales support
- Post-sales support
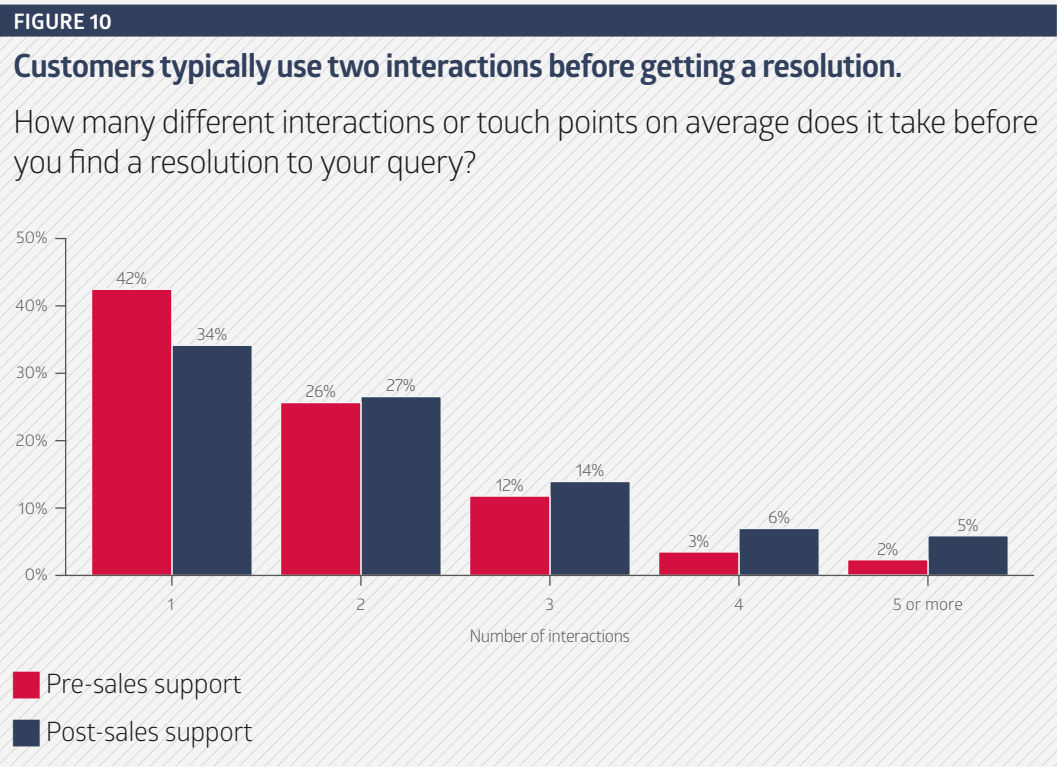
CONTACT CENTERS NEED TO IMPROVE FIRST CONTACT RESOLUTION

The other data insight is that pre-sales resolution rates are higher than post-sales resolution. It shows that sometimes companies neglect to invest heavily in post-sales support to keep customers happy and loyal after that initial purchase.

Organizations should track and improve first contact resolution across channels for both pre- and post-sales support with the aim of reducing customer effort and improving customer satisfaction.

FIGURE 11

Managers realize that it typically takes two interactions for a resolution.

How many different interactions or touch points on average does a customer use before getting a resolution to their query?

Pre-sales support
Post-sales support
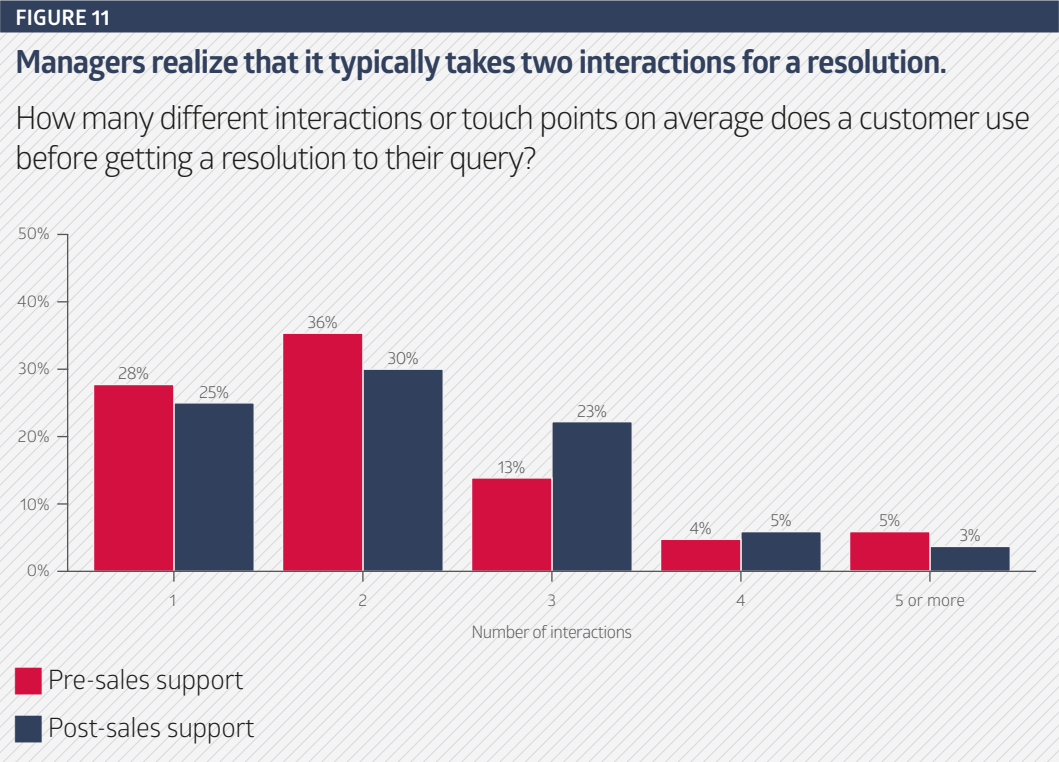
Time taken to reach an agent is still the biggest customer complaint

CUSTOMERS ARE FRUSTRATED BY AUTOMATED SYSTEMS AND WAIT TIMES

When asked their top issues with customer service, respondents selected automated telephony and time to reach a representative. They clearly want better access to agents and faster response times. However, frustrations with automated telephony could indicate an opportunity for contact centers to invest in different channels, such as chat or social media, where agents can handle more queries at once and there is no need to go through the IVR system to reach an agent. Furthermore, links with context for agents, call backs and new options will help customers manage time better and reduce the need for automated systems that are causing frustrations.

FIGURE 12

Automated telephony and wait times are the top issues.

What are the top two issues that you experience with customer service?

Issue	Percentage
Automated telephony system is annoying	43%
Difficult to reach a human representative	38%
Wait times to interact with a live agent	31%
Transfers	22%
It takes a long time to find the answer	18%
Having to repeat information	15%
Difficult to find information on the web or mobile	10%
Agent knowledge and courtesy	8%
Technical issues with support channels	8%
Disjointed experience when I switched channel	4%
Inconsistent information when I switched channel	3%
Other	2%

CUSTOMERS ACROSS THE GLOBE FACE ISSUES WITH AUTOMATED TELEPHONY AND REACHING REPRESENTATIVES

When these same results are reviewed by region, some notable differences appear-with Australian respondents showing a greater frustration with automated telephony and reaching a human representative. In the US, transfers appear to be a more common issue. Across the board, the sentiment is that time taken to reach a representative is too long and businesses still have work to do in improving IVR, routing and response times.

Over 50% of Australian respondents are frustrated with automated telephony.

What are the top two issues that you experience with customer service?

Legend:
- US
- Europe
- Australia & NZ
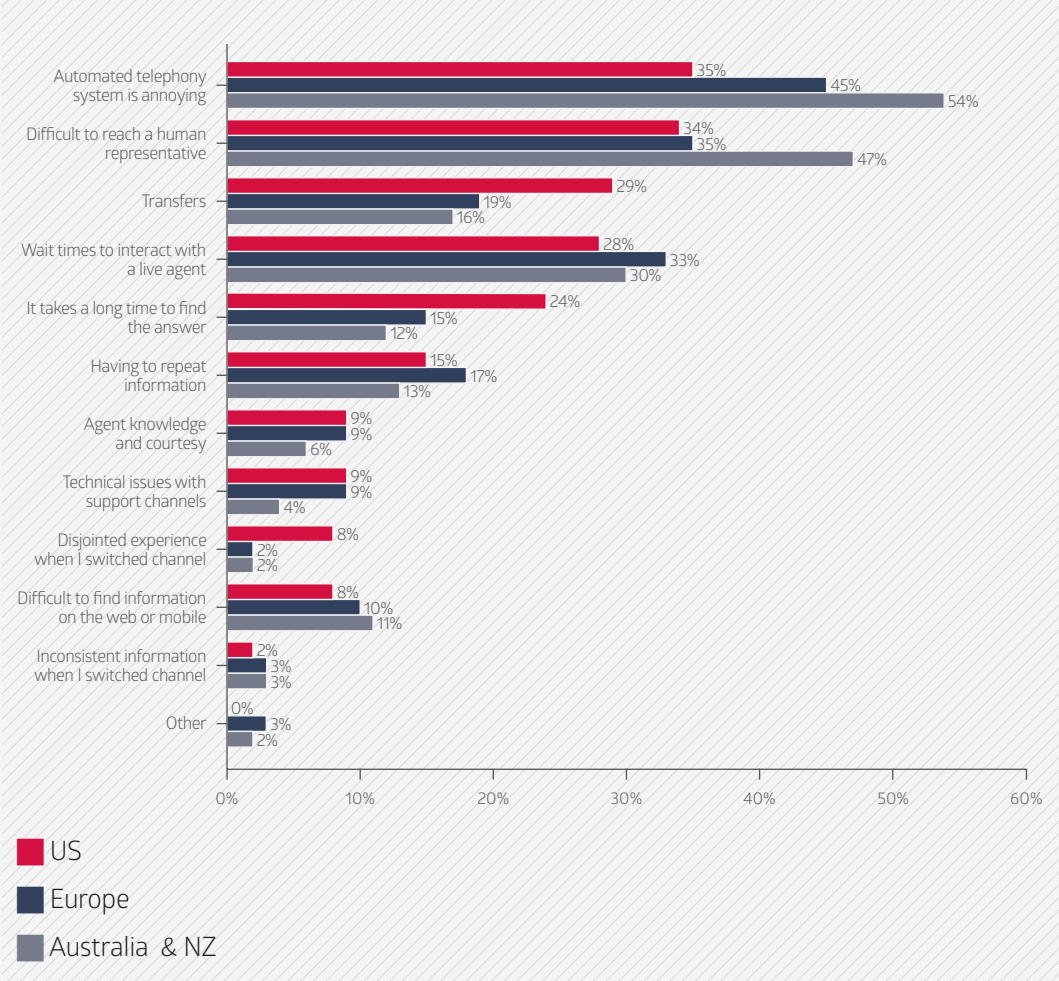
Customers believe that access to agents has worsened

ALMOST 50% OF CUSTOMERS BELIEVE THAT THE ABILITY TO REACH THE RIGHT REPRESENTATIVE HAS WORSENED OVER THE LAST TWO YEARS

While customers understand that information on the web has improved, they also feel that time to reach the right agent to answer their query has worsened. Contact centers have focused on expanding their channel options for customers but may sometimes overlook that the agent interaction often has the biggest impact on customer satisfaction.

FIGURE 14

Customers believe that ability and time to reach a representative has significantly worsened over the last two years.

How have the following aspects of customer service changed in the last two years?

Aspect	Worsened	Stayed the same	Improved
Time taken to reach a representative	48%	40%	12%
Ability to reach the right representative	48%	41%	11%
Ease of use of self-service	27%	47%	26%
Number of ways to reach representatives	22%	45%	33%
Knowledge provided by representatives	20%	64%	17%
Consistency of information	16%	59%	25%
Availability of information on forums	14%	59%	27%
Information on the web	8%	43%	49%

Legend:
- Worsened
- Stayed the same
- Improved

Managers understand that wait times are an issue

32% OF CONTACT CENTER MANAGERS PINPOINTED WAIT TIMES AS A COMMON CUSTOMER SERVICE COMPLAINT

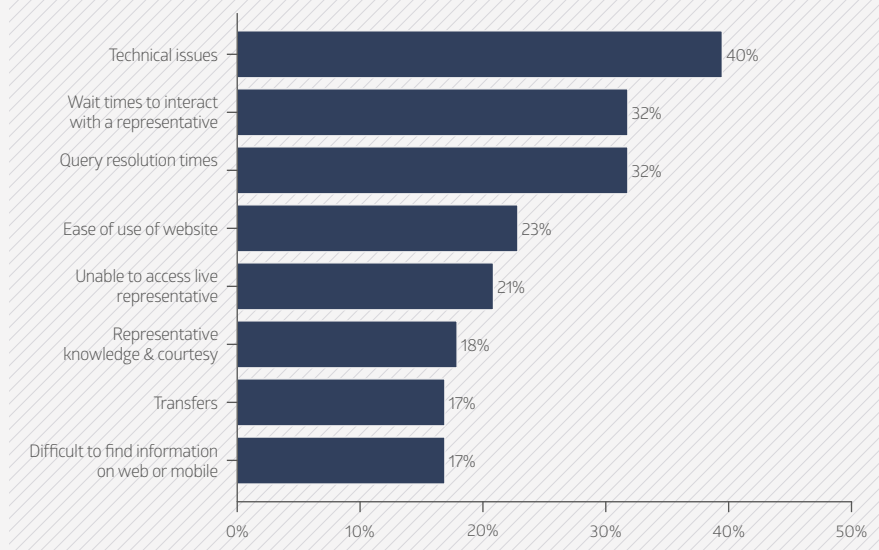In addition to technical issues, managers have also pinpointed wait times and resolution times as top issues for customers. They know they need to improve these things in order to deliver better customer service. While staffing up a contact center can help deliver shorter wait times, contact centers realize that this is an expensive proposition. In order to help deliver faster resolution times for customers they should focus their energy on delivering better resolutions via web and mobile channels. Chat is one example of a channel that offers rapid access to agents while eliminating IVR wait times.

Contact center managers have also pinpointed that technical issues are often to blame for customer service issues. This underscores that although they may put energy into training representatives, without the right underlying technology, customers may still receive bad experiences. It is important to invest in technology to support agents, provide them with up to date information and ensure that customers can easily find information they need on web and mobile channels.

FIGURE 15

Managers realize wait times and resolution times are an issue.

What are the most common complaints about customer service?

Technical issues	40%
Wait times to interact with a representative	32%
Query resolution times	32%
Ease of use of website	23%
Unable to access live representative	21%
Representative knowledge & courtesy	18%
Transfers	17%
Difficult to find information on web or mobile	17%

41% of contact center managers admit that technology is frequently or occasionally to blame for customer service issues.

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Live chat is a promising new channel

CUSTOMERS EXPECT THE FASTEST RESPONSE FROM CHAT

One of the reasons for the rapid growth of live chat is that customers believe they can get a quick response. 46% of customers said that they expect a response within less than one minute for live chat compared to 38% for phone within the same time frame. Customers do expect longer wait times for social media, communities and email and are, therefore, likely to use these channels for questions that are not as urgent. Ideally customers want average response times of four minutes for live chats or phone calls, three hours for social media or communities and four hours for an email.

Live chat is viewed as just as important as phone call in speed of response.

How quickly do you expect a response in the following channels?

CHANNEL	<1MIN	1-10 MINS	11-30 MINS	31-60 MINS	1-2 HOURS	2-24 HOURS
Live chat	46%	52%	2%	1%	0%	0%
Email	3%	17%	15%	18%	14%	33%
Social media	14%	23%	19%	11%	10%	24%
Phone	38%	58%	3%	1%	0%	0%
Customer communities	7%	26%	17%	14%	11%	25%

On average, customers expect a response in four minutes for chat and phone.

CUSTOMERS HAVE SUCCESSFULLY RESOLVED ISSUES USING CHAT

The main reason many customers still use the phone is that they know it is the channel in which they will be most likely to resolve their issues. The percentages of customers that have had success resolving issues on web pages, mobile applications and social media are less than 20%. Contact centers need to improve information across web channels as well as providing customer guidance over which types of information can most easily be found in a particular channel.
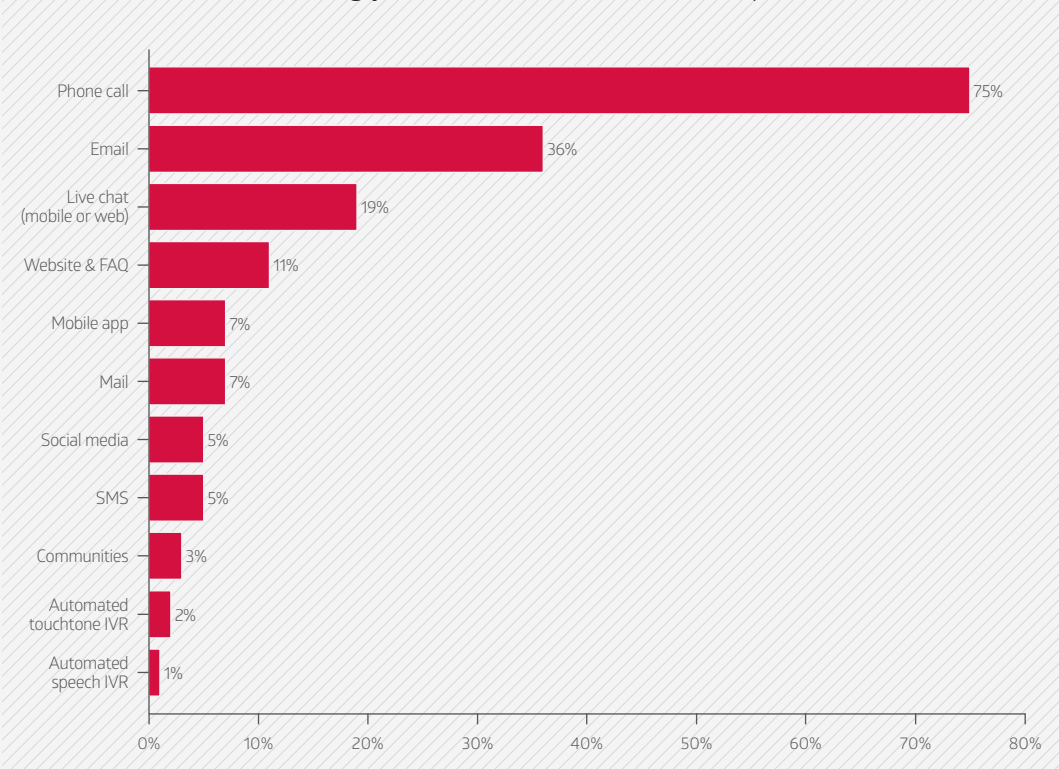
Live chat was pinpointed as the third best way to get a resolution after phone and email. Customers favor the channels where they have access to a knowledgeable agent and chat helps them to quickly start up a two way interaction without leaving a web page. Looking back at the channels that customers are using, only 28% of customers said that they typically use chat when reaching out to customer service; meaning that this resolution rate is relatively high compared to uptake of live chat. If businesses can utilize chat more frequently to resolve customer issues and change customer behavior they will potentially be able to deflect calls and save on costs. They should also focus on improving resolution rates across social media and digital self-service tools as customers will continue to use these channels to search for information.

FIGURE 17

After phone and email, chat is the most reliable choice for resolving issues.

When reaching out to customer service, through which channels have you had the most success resolving your issues on the first attempt?

Channel	Percentage
Phone call	75%
Email	36%
Live chat (mobile or web)	19%
Website & FAQ	11%
Mobile app	7%
Mail	7%
Social media	5%
SMS	5%
Communities	3%
Automated touchtone IVR	2%
Automated speech IVR	1%

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Contact center managers are planning to invest in live chat

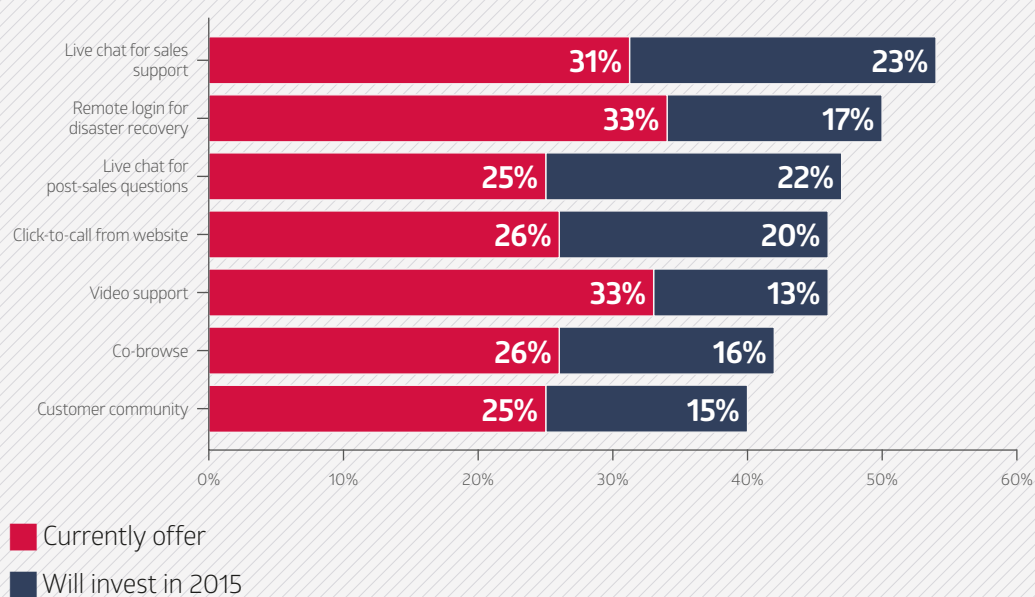## OVER 20% OF CONTACT CENTER MANAGERS WILL INVEST IN LIVE CHAT IN 2015

Businesses are realizing the value of chat in allowing customers to connect quickly. It is high on the list of priorities for investment for 2015, with 20% of contact center managers stating that they will invest in live chat for either sales or post-sales support. Click-to-call and remote login for disaster recovery are also popular investments in the near term.

FIGURE 18

Chat for sales will be the most invested technology.

Which web support tools do you offer and/or plan to invest in for customers?

Tool	Currently offer	Will invest in 2015
Live chat for sales support	31%	23%
Remote login for disaster recovery	33%	17%
Live chat for post-sales questions	25%	22%
Click-to-call from website	26%	20%
Video support	33%	13%
Co-browse	26%	16%
Customer community	25%	15%

■ Currently offer
■ Will invest in 2015

Customers want better access to live agents

64% OF CUSTOMERS WANT EASIER ACCESS TO REPRESENTATIVES

When asked what they would improve in customer service, customers stated access to live representatives above all other choices. They clearly value live agent assistance, particularly for important queries such as technical issues or suspected fraud. However, live agent access could include interactions in any channel, from chat to social media to phone; as long as customers get personalized assistance to pressing issues and resolutions, they will be satisfied.

FIGURE 19

Customers want faster response times and access to agents.

If you could choose two things for organizations to improve in customer service, what would they be?

Easier access to live representatives	64%
Faster agent response times	48%
Simplified customer experience	29%
More information on the web	22%
Support tailored to my personal needs	19%
Simplified live interaction experience	9%
Better mobile application	9%

Training agents and improving response times are top priorities

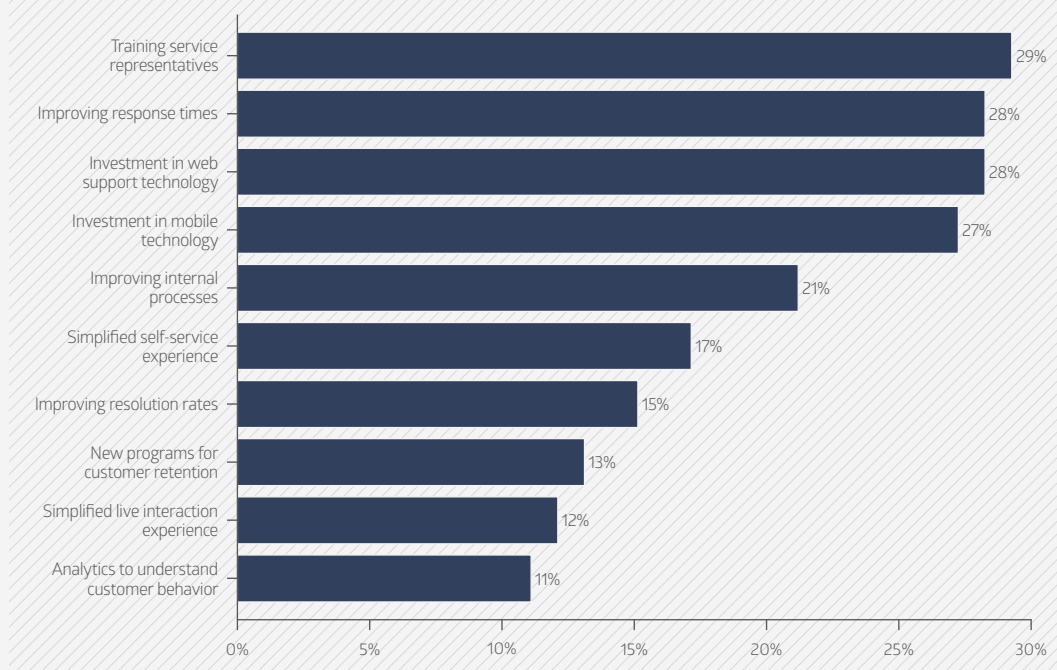## 28% OF CONTACT CENTER MANAGERS SAID THEY WILL FOCUS ON IMPROVING RESPONSE TIMES IN 2015

Agent response times and speed to resolution are the biggest issues for both customers and contact centers. It is, therefore, unsurprising that contact center managers plan to focus on training agents and improving response times as their top priorities in 2015. Training could include updating agents on new channel best practices, as well as giving agents specialist knowledge to ensure they meet customer demands as they become more knowledgeable through self-service and the web. In order to deliver faster responses, they should ensure that customers are routed to the most suitable agent in the best channel for their particular query. However, the issues pinpointed by customers in customer service are mostly related to technology; training of agents won't resolve problems with wait times or gaining access to representatives. Businesses should focus on improving speed of routing, IVR and self-service menus and internal processes in order to improve response times.

FIGURE 20

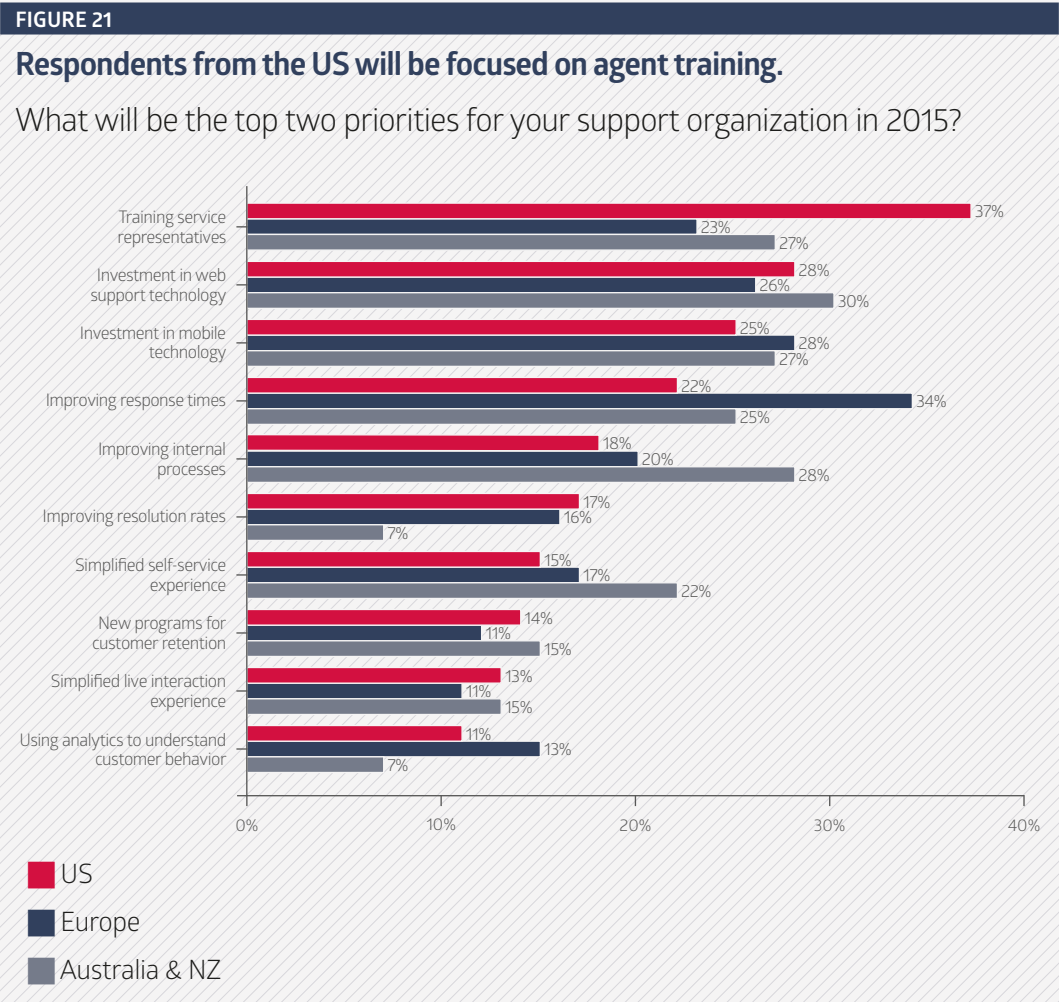**Managers realize the importance of improving response times.**

What will be the top two priorities for your support organization in 2015?

Priority	Percentage
Training service representatives	29%
Improving response times	28%
Investment in web support technology	28%
Investment in mobile technology	27%
Improving internal processes	21%
Simplified self-service experience	17%
Improving resolution rates	15%
New programs for customer retention	13%
Simplified live interaction experience	12%
Analytics to understand customer behavior	11%

PRIORITIES DIFFER BY REGION

Other technology investments that are high on the agenda for contact center improvements include improving mobile and web support technology. By reviewing self-service and adding specialist tools like chat, managers can help deliver a faster experience across channels. Tailoring customer service to specific needs will help drive productivity gains and make response times faster for customers.

Priorities differ by region: training is the top priority in the US, improving response times is most important for European businesses, and updating web support tools for respondents from Australia and New Zealand.

FIGURE 21

Respondents from the US will be focused on agent training.

What will be the top two priorities for your support organization in 2015?

Priority	US	Europe	Australia & NZ
Training service representatives	37%	23%	27%
Investment in web support technology	28%	26%	30%
Investment in mobile technology	25%	28%	27%
Improving response times	22%	34%	25%
Improving internal processes	18%	20%	28%
Improving resolution rates	17%	16%	7%
Simplified self-service experience	15%	17%	22%
New programs for customer retention	14%	11%	15%
Simplified live interaction experience	13%	11%	15%
Using analytics to understand customer behavior	11%	13%	7%

Customer mobility will impact contact centers' purchasing decisions

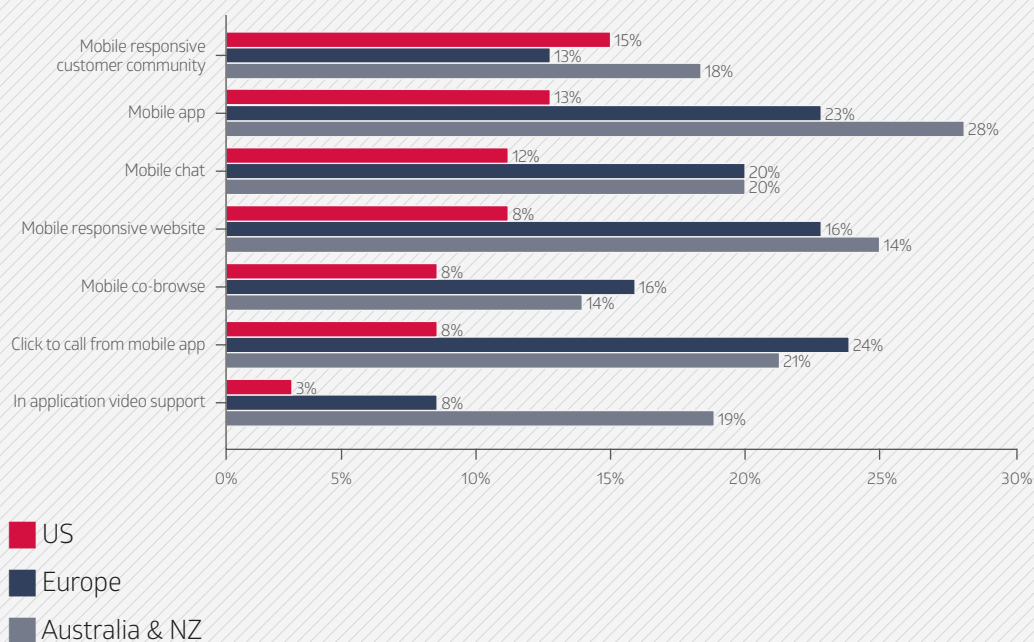## 2015 WILL ALSO SEE INCREASED INVESTMENTS IN MOBILE

Investments in mobile and digital tools across the board see organizations investing in mobile applications, mobile responsive sites and click-to-call within mobile applications. Despite heavy customer adoption of smartphones for calls and self-service, businesses lag behind in adapting their mobile applications to support integrated live interactions and responsive mobile sites. A quarter of respondents from Australia and New Zealand and Europe will invest in their mobile applications and responsive websites in 2015.

FIGURE 22

Managers from different regions will invest in mobile support in 2015.

Which mobile support tools do you plan to invest in for your customers in 2015?

Mobile responsive customer community — US: 15%, Europe: 13%, Australia & NZ: 18%
Mobile app — US: 13%, Europe: 23%, Australia & NZ: 28%
Mobile chat — US: 12%, Europe: 20%, Australia & NZ: 20%
Mobile responsive website — US: 8%, Europe: 16%, Australia & NZ: 14%
Mobile co-browse — US: 8%, Europe: 16%, Australia & NZ: 14%
Click to call from mobile app — US: 8%, Europe: 24%, Australia & NZ: 21%
In application video support — US: 3%, Europe: 8%, Australia & NZ: 19%

- US
- Europe
- Australia & NZ

Tracking and improving the customer experience is a priority for contact centers

## CUSTOMER SATISFACTION AND FIRST CALL RESOLUTION ARE THE MOST POPULAR METRICS

Contact center managers are tracking a range of metrics in their contact center, with customer service highlighted as an important focus for 76% of those surveyed. A majority of managers are tracking at least four of the metrics, with first call resolution, wait time and time to resolution appearing high on the list. Businesses know that metrics are core in tracking and improving customer satisfaction, as well as agent performance.

FIGURE 23

CSAT is clearly a priority, but it is directly impacted by wait time, and customers have experienced this – gap in support needs to be improved.

Which metrics do you currently use to track customer experience?
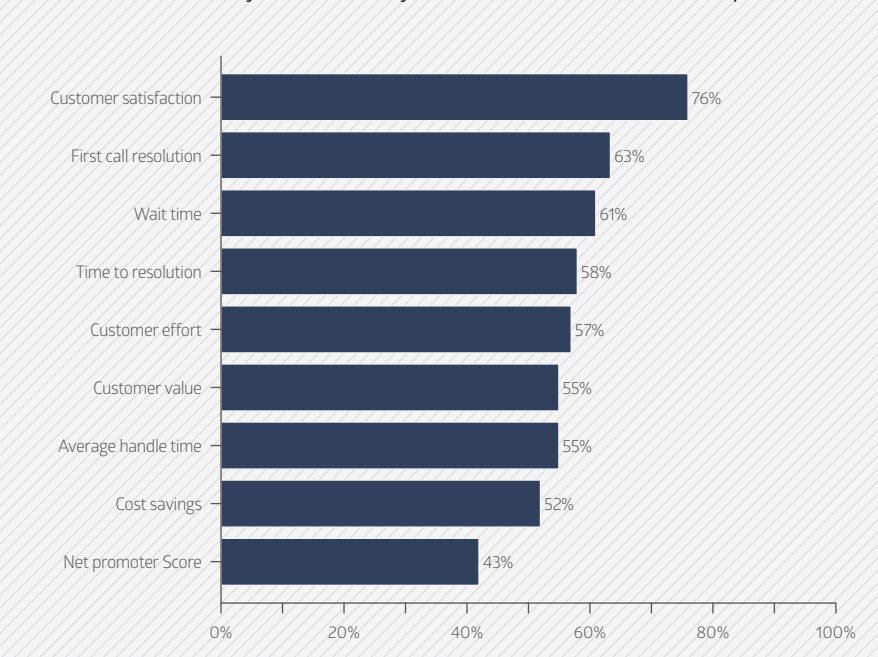
> 82% of contact center managers are tracking four or more customer experience metrics.

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The Internet of Things shows potential for technical resolutions

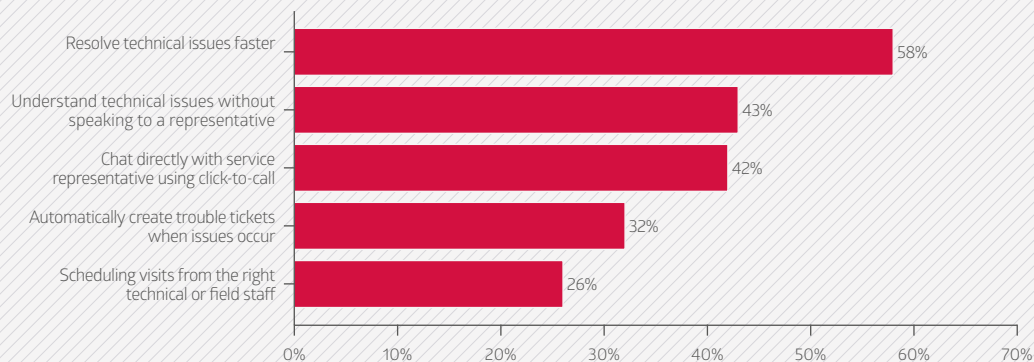## CUSTOMERS WANT TO BE ABLE TO RESOLVE TECHNICAL ISSUES FASTER

When asked whether they would be willing to connect their devices to the Internet, over 50% of customers said that they didn't believe it to be necessary or would be uncomfortable with connecting their devices. However, 25% were keen to do this if they can resolve their customer service issues faster. And when asked about useful benefits for connected devices, 58% of customers said that they would like to improve resolution rates for technical problems. Although not all of the surveyed customers are aware of what the Internet of Things could mean for them, they are united in wanting to be able to resolve problems faster. Any solution that gets them quicker resolution times and the ability to diagnose problems without the need to call customer service is likely to be appealing.

FIGURE 24

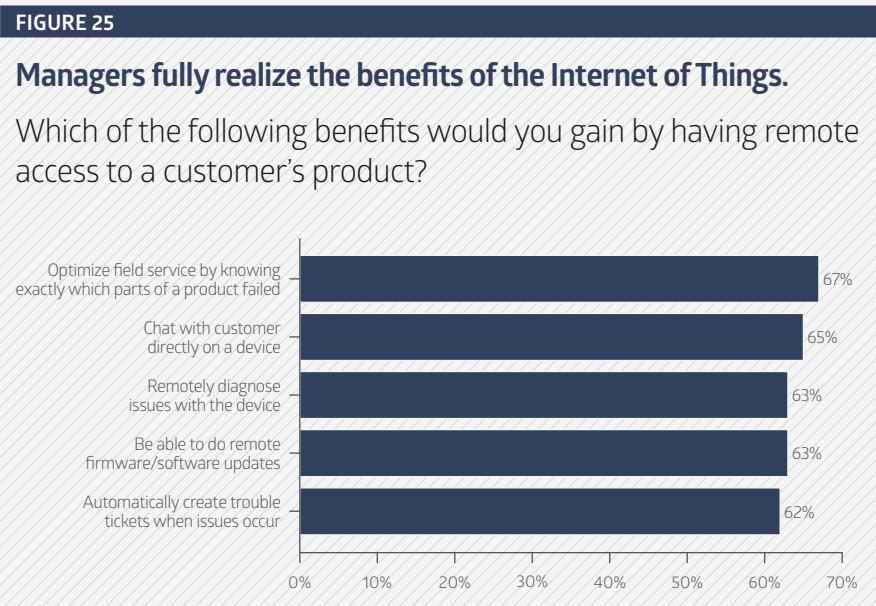**Customers see Internet of Things as hazy but want to resolve technical issues faster.**

Which two of the following benefits would be most useful to you by connecting your products to the Internet?

Benefit	Percentage
Resolve technical issues faster	58%
Understand technical issues without speaking to a representative	43%
Chat directly with service representative using click-to-call	42%
Automatically create trouble tickets when issues occur	32%
Scheduling visits from the right technical or field staff	26%

MANAGERS REALIZE THE INTERNET OF THINGS HAS NUMEROUS BENEFITS

35% of the surveyed contact center managers said that they have devices that can be connected to the Internet and out of those respondents 88% currently offer connected versions of those products. However, all of the surveyed managers are aware of how the Internet of Things can be beneficial to their organizations, understanding that remote technical diagnosis is just one advantage. When asked about benefits of connected products, they stated that being able to optimize field service, chat directly to customers on a device, and carry out remote updates are all advantages that they would hope to gain.

Managers fully realize the benefits of the Internet of Things.

Which of the following benefits would you gain by having remote access to a customer's product?

Benefit	Percentage
Optimize field service by knowing exactly which parts of a product failed	67%
Chat with customer directly on a device	65%
Remotely diagnose issues with the device	63%
Be able to do remote firmware/software updates	63%
Automatically create trouble tickets when issues occur	62%

> Over 50% of contact center managers said that they receive support calls occasionally or frequently without having an accurate view of the problem.

Conclusion

CONTACT CENTERS NEED TO ADAPT AND OPTIMIZE CHANNELS TO IMPROVE RESOLUTION RATES

In order to adapt to the modern customer, contact centers need to provide fast resolutions while allowing customers to connect to live representatives when their queries need urgent or personalized assistance. They should review their existing support tools and consider how channels like chat can be deployed to provide faster access to agents.

Managers need to better understand customers' cross-channel behavior in order to improve not just first call resolution but first contact resolution across all channels. Wait times and automated systems continue to frustrate customers and in order to assist with this, contact centers should drive customers to the most suitable channel for their issue, improving resolution times in self-service and allowing customers to access click-to-call or -chat for more important queries. Optimizing channels will ensure that customers get the answers to urgent queries in the right channel, but businesses must first carry out a more detailed analysis of customers and their preferences.

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We hope this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at **consulting@ovum.com**

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