1994-2019
25 Years: A Contact Centre Evolution

call centre management association 25 YEARS

1994 — CCMA formed as de-regulation affected utilities and banks.

1995 — Speech recognition solutions threaten to revolutionise the industry, but adoption is low.

1996 — 24-hour telephone banking emerges. BT introduces Caller Line Identity (CLI).

1997 — Email adopted for internal communications. Increase in closure of branch networks as organisations follow Direct Line's lead.

1998 — Telephone Preference Service (TPS) is created. BT call centre staff go on strike citing unreasonable pressure to hit targets.

1999 — The first intelligent call back solution is launched. Use of *voice forms* increase as abandoned call rates drive poor industry image.

2000 — The trend for off-shoring customer calls to India is in full flow.

2001 — IVR reaches maturity. Increased use of the internet begins to drive self-service culture.

2002 — Email tipped to take over voice calls. Net Promoter Score (NPS) becomes popular.

2003 — Speech recognition evolves from keyword spotting to natural language.

2004 — Facebook and Twitter launched - marketing and contact centres fight over ownership of digital channels.

2005 — Employee forums emerge as union activity declines.

2006 — Cloud solutions start to emerge but reliability and security is limited.

2007 — NatWest launches advertising campaign guaranteeing that customers would speak to advisors in the UK.

2008 — Increase in contact channels and self-service means the customer experience starts to fragment and omni-channel is born.

2009 — Industry responds to increased regulation by scripting advisor conversations, leading to increase in staff attrition.

2010 — Mobile user interface comes of age with dedicated mobile apps. Increasing trend to focus on call quality over productivity.

2011 — The search term "contact centre" surpasses "call centre" on Google. Ofcom introduces silent calls regulation. PCI compliance 2.0 goes live.

2012 — A further digital revolution with messaging and live chat. Predictions that greater contact centre automation will remove need for advisors.

2013 — Flexible working comes of age with the growth of homeworking, job sharing and flexible shifts.

2014 — The 'Rise of the Robots' causes alarm for the workforce as organisations maximise use of chatbots.

2015 — Artificial Intelligence dominates agendas with Microsoft predicting that AI will redefine the customer experience in the next ten years.

2016 — UK National Contact Centre Awards celebrates its 21st anniversary. HSBC introduce voice biometrics solution to customers.

2017 — Focus is on personalised customer journeys and CX metrics.

2018 — Industry handles new GDPR laws as contact centres identified as weakest link for online fraudsters.

2019 — CCMA celebrates 25 years as the longest serving association representing this industry.

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