

Contact Centres during Covid-19



The results of our unique snapshot survey to find out how contact centres are adjusting to coronavirus. See both survey responses and quotations from contact centres leaders below

Location and Home Working

84% of contact centres are now mostly home working



We moved most of our staff across the region to work at home... nearly 6,000 people in two weeks!

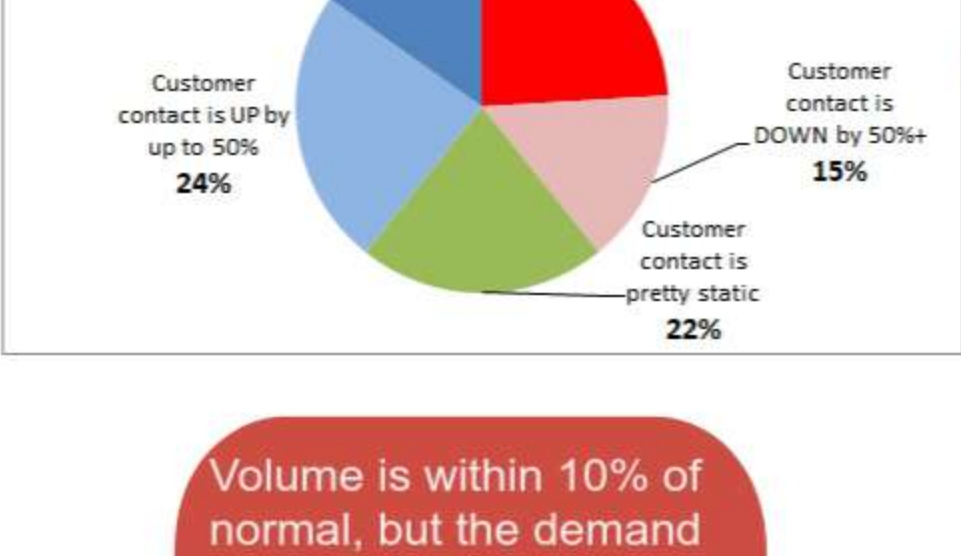
We built and deployed a home working solution for >1,000 agents in 3 weeks from a standing start [Outsourcer]

We moved all staff from 100% office based to 100% home based in 4 countries within 96 hours. Where there's a will there's a way

25% of our 11,000 UK strong team mates are now working from home and this should be double within a week. Globally we're nearly 100,000 colleagues working from home safely



Customer Demand & Experience



15% of centres' demand is up by >50%
15% have seen demand drop by >50%

Volume is within 10% of normal, but the demand type and arrival patterns are completely different

Different parts of our business have different demands. Financial is all up but customer service, retail-related is very much down

Customer sentiment measured through NPS has increased and March saw our highest ever levels

Customer patience and understanding has increased

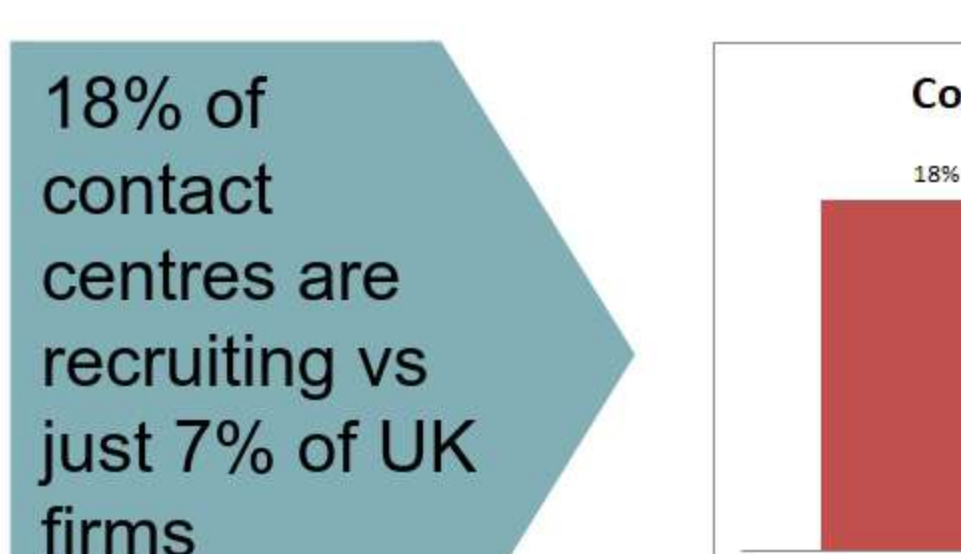
We have also seen uplift in contact and conversion rates, which is amazing in such testing times

Contact rate has been 300% to 400% over forecast for us, not yet letting up

We just don't know what tomorrow will bring

For me the biggest, most interesting factor to come out of this crisis when the dust has settled, is how much channel shift has there been as we all drive customers online and toward self serve options

People



Less than 4% of contact centres have made redundancies

18% of contact centres are recruiting vs just 7% of UK firms nationally



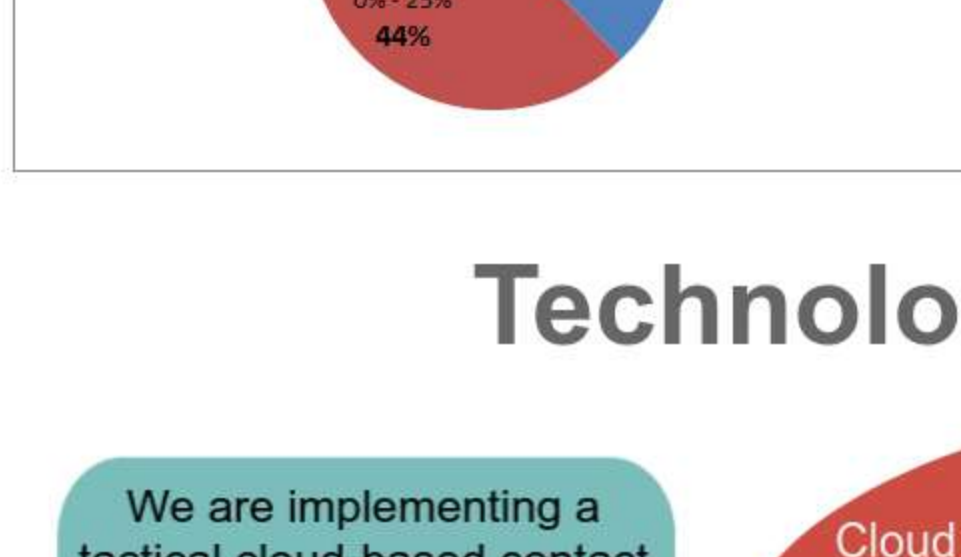
Source: ONS' latest Covid-19 Business Survey.

We can also schedule more overtime hours as people are more willing to add extra hours on whilst at home anyway

Sickness has reduced significantly with all colleagues working from home

Going to W@H has been much more seamless than we thought, people have been very good about it all [Outsourcer]

The relocation of staff to home working has seen a general coming together and positivity, however we are very much at the start of this process and journey



Over 3/4 of centres are experiencing staff absence below 25%

Technology

We are implementing a tactical cloud-based contact centre to get people working from home. We were going to do this as a project this year, but accelerated it. Coronavirus has proven quite a compelling reason for change

Cloud based software solutions enabled a fairly seamless transition to home working for our business

Tools like Microsoft Teams are important to keep an open dialogue with the team

Call quality is impacted by signal strength

BT has returned to its monopolistic tendencies, shutting down number porting [Solutions provider]

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Outsourcing / BPO Insights

As a BPO there's always a challenge with the press - during COVID19 it's been worse. They don't understand our business and make false allegations about essential workers and so

Lots of Clients recognise there being positive growth opportunities by being seen to be 'open', but timing of message is the main hurdle. Nobody wants to be perceived to be profiteering

Erratic work commitments from clients... our work is changing with less ROI-driven activity and more brand-enhancing stuff, which is novel [Fundraising specialist]

Compliance

Agents/TM's/IM's are as much frontline in this as other key workers and whilst technology would allow homeworking, security concerns override the ability to do so for most

The challenge is to meet the security requirements especially like PCI for work at home

Health & Safety is an issue as none of the businesses shifting to homeworking will have had the time to do proper Work at Home audits

THE SURVEY

The [survey link](#) was circulated widely in late March 2020. A total of 79 responses were received, the majority by 12th April 2020.

NEXT STEPS

If you have found these results interesting then get in touch, And if you'd like to hear more from us occasionally please sign up [here](#).

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