

Voice of the Contact Centre Consumer 2021

A CCMA Research Initiative

Efforts to deploy additional channels since the pandemic are making a difference

People who are comfortable with using digital channels are more likely to think service has improved thanks to the increased availability of these channels.



Customer service is better **31%**



Customer service is worse **28%**

Slightly more consumers say customer service is better today compared with before the pandemic (31%), than say customer service has become worse (28%)

“ We very quickly added digital ways for customers to contact us, which may have taken us much longer had we not had a pandemic. There probably are some customers that think it's quicker, more responsive and easier to contact us now. ”
Kirk Bradley, Commercial Operations Director, Bupa

Self-serve is becoming normalised

There has been a measurable increase in consumers' willingness to self-serve for simpler interactions. For more complex transactions there remains a preference for advisor assistance.

“ We've seen a 35% increase in self-service adoption across all of our website journeys where customers are happy to carry out simple transactions. We've made our site extremely easy to self-serve, thereby creating space and time for agents to be able to pick up the more complex queries. ”

Bill Wilson, Digital Strategy Lead, Severn Trent Water

40%

Willingness to self-serve delivery queries has jumped six percentage points (40%>46%) in just six months.

46%

Not everyone has embraced new channels

Not all consumers have benefitted equally from the availability of new channels. Older people still tend to rely on the phone.



18-34s



55+

People aged 55+ are less than half as likely to have used chatbots recently than 18-34s (12% versus 30%)

“ The key with channel strategy is to think about what customers are trying to do and their underlying emotional state, then consider what channels will work and how to signpost customers to the most appropriate one to achieve their goal. ”

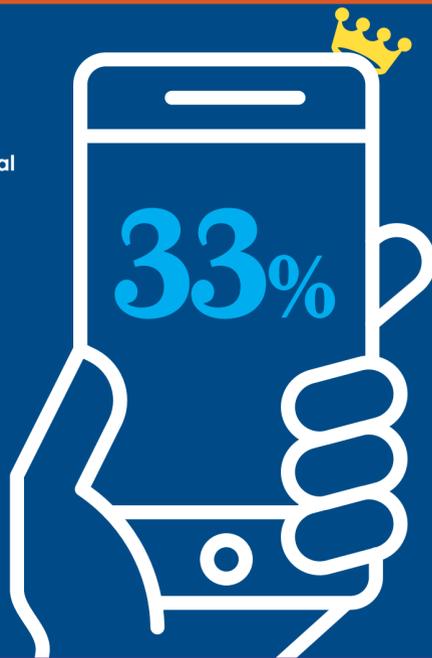
Dr. Nicola Millard, Principal Innovation Partner, BT

Phone is still king

Phone is still the dominant channel in terms of both usage and consumer favourability, across all age groups. Additional channels don't replace phone but complement it.

“ Phone is substituting for in-person interactions. Things that people would have done in a branch they're now doing over the phone because they have to, and they're finding that they like it and it can be a good substitute for doing it in person. ”

Paul Baxter, Managing Director, Marmalade Insurance



33%

33% of people expect to use the phone for customer service more in future

Contact centre experiences, good and bad, are widely shared

What happens in the contact centre has a direct impact on an organisation's brand, as contact interactions are amplified through word of mouth and social media.

“ We have found that you receive an increased volume of negative customers reviews organically. By inviting reviews, you do get a balance of scores and reviews. ”

Dominic Hull, Head of Contact Centre, Connect Distribution



69%

of people have told someone after a **BAD** contact experience



65%

of people have told someone after a **GOOD** contact experience

“ I wonder whether expanding self-service would have a greater impact on CX and cost than focussing on more options for live assistance? ”

Martin Hill-Wilson, Brainfood Consulting