

# Voice of the Contact Centre Consumer 2022

A CCMA Research Initiative

## The generational gap is widening when it comes to the outlook for customer service

The opinions of customer service vary quite markedly by age group. More than twice the proportion of those aged 18-34 believe that customer service is improving compared with those aged 55+.



“Customers can become frustrated when they still hear providers say ‘we’ve got a COVID problem, and we’ve got a staff problem.’”

Andy Davies, Head of Service & Delivery, Virgin Wines

## Customers have clear preferences when it comes to the most convenient time to contact organisations



It's important to know which hours are most convenient for customers and align this with the needs of colleagues.

**55+** 8am to noon weekdays **39%**

**35-54** Saturdays **35%**

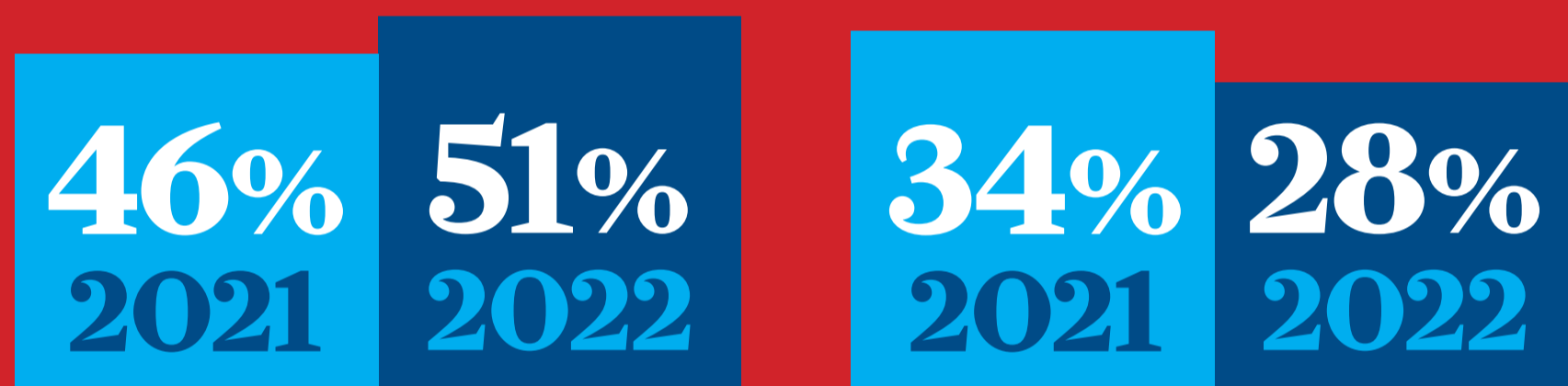
**18-34** Weekends **29%**

“As more people are working from home these days, when we do outbound contact we’re getting more people answering throughout the day.”

Anita Renyard, Senior Manager, TSB

## Consumers are learning what self-serve is good for

Acceptance of self-serve for simpler queries such as delivery updates continues to grow, but for more complex transactions consumers are less willing to self-serve than they were 12 months ago.



51% of consumers are happy to self-serve delivery enquiries, up from 46% in 2021

The proportion of consumers happy to self-serve a complaint has dropped to 28% in 2022, down from 34% in 2021

“Trust is a big factor when it comes to things like warranty repair. You’d prefer to talk to someone to reduce the chances that the provider might try to wiggle out of honouring the warranty.”

Paul Bentley, Development Centre Manager, Loop

## Many people are willing to vote with their feet if they disagree with a provider’s values

With corporate ESG (environment, social and governance) increasingly in the headlines, the connection between good corporate citizenship and consumer perception is clear.



“Our customers are requesting a lot more information. What’s the provenance of the meat that we use? How do we support women in the workplace?”

Harriet Treadwell, Head of Customer Love, Butternut Box

## The general public holds mostly positive opinions about careers in customer service

Across multiple dimensions, positive ratings outweigh negative ones without exception. By bolstering perceptions of pay and benefits as well as career progression opportunities, contact centres stand to gain.

Rated ‘Good’ or ‘Excellent’



“A lot of people do have the opinion that customer service staff must be up against it, they must hate their jobs. They’re surprised when a lot of people say they really enjoy it.”

Andy Davies, Head of Service & Delivery, Virgin Wines

“This is a reminder that perception (driven by industry noise) is not always the reality. To drive improvements, the focus needs to be on training and motivating advisors and getting your channel mix right for your respective customer profile and contact drivers.”

Nery Corfield, Injection Consulting



Supporting Partner



www.ccma.org.uk | @ccmatalk | info@ccma.org.uk