

# Voice of the Contact Centre Consumer

May 2026



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# Contents

Research Methodology . . . . .	3
Two Vital Stories Being Told . . . . .	4
Balancing Efficiency and Compassion . . . . .	4
How Do We Feel About Customer Service? . . . . .	5
Our Perceptions Change by Sector . . . . .	7
Is Self-Service Becoming Normalised? . . . . .	8
Acceptance of Self-Serve Across Age Groups . . . . .	9
Vulnerability is Not a Niche Concern . . . . .	10
The Sentiment Gap . . . . .	13
<b>Key Findings from Voice of the Contact Centre Consumer 2026 . . . . .</b>	<b>16</b>
About CCMA . . . . .	17
About Zoom . . . . .	17

## With Thanks To

We invited contact centre leaders representing a diverse mix of vertical markets, contact centre types and experiences to a series of discussions to explore the themes uncovered in the consumer survey. CCMA and Zoom extend sincere thanks to these individuals for their generous participation in the study.

**Vicki Mercer,**  
Head of Customer Service,  
CAF Bank

**Peter Connolly,**  
Head of Operations,  
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**Phil Quickenden,**  
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**Stephanie McDowell**  
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Willis Towers Watson

**Vince Scibetta**  
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Diabetes UK

**Alison Heap,**  
Customer Service Manager,  
United Utilities

# Consumer Perceptions of Customer Contact Experiences, Digital Preferences and Changing Vulnerability Requirements

Since 2021, the CCMA has conducted a regular Voice of the Contact Centre Consumer research study – a comprehensive analysis of consumer contact experiences. Across the series we’ve uncovered how customer contact requirements, expectations and behaviours are evolving. We’ve also unearthed how consumers perceive providers, and whether their different needs are being met.

Supported by Zoom, CCMA’s Voice of the Contact Centre Consumer is produced for contact centre leaders to provide insights to inform a wide range of contact centre strategies.

This year’s study examines whether customer service is genuinely improving, how consumers feel about self-service and digital channels, and whether the shift to digital is creating a demographic divide. It also places consumer vulnerability at the centre of the analysis – no longer a niche concern, but one of the most pressing challenges in customer contact today. The research assesses four vulnerability dimensions: carer responsibilities, health, financial circumstances, and life events.

## Research methodology

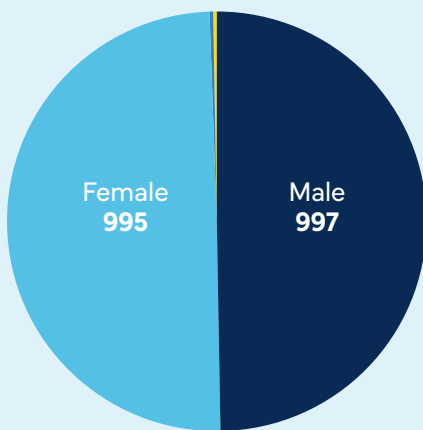
The Voice of the Contact Centre Consumer 2026 research comprised two distinct phases.

In the first phase n=2,000 online interviews were conducted with UK consumers in February 2026. Quotas were set by age, gender and region to ensure a nationally representative sample.

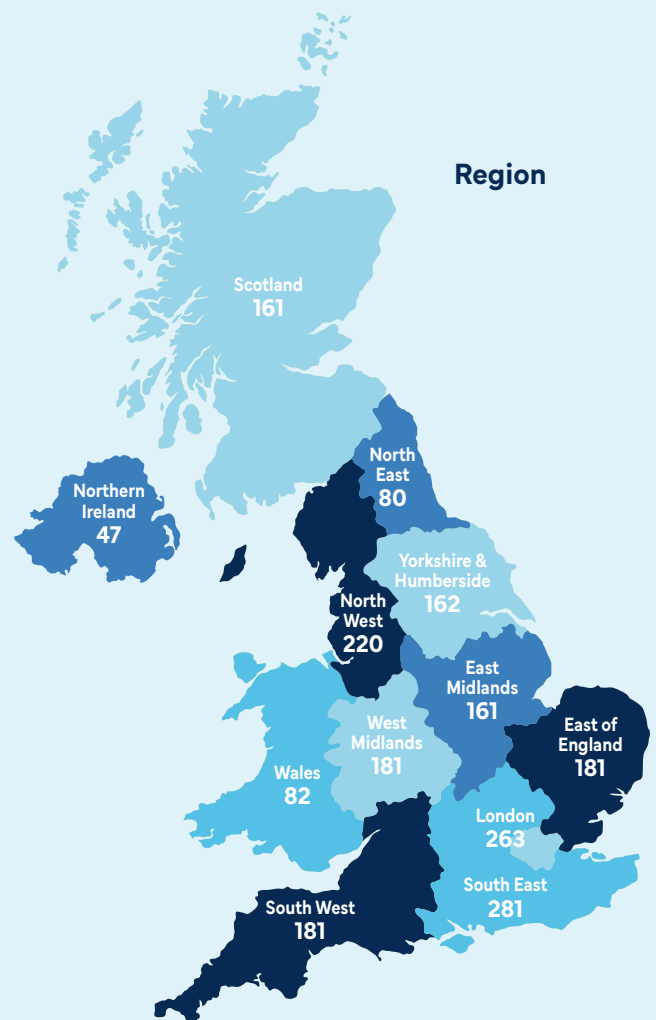
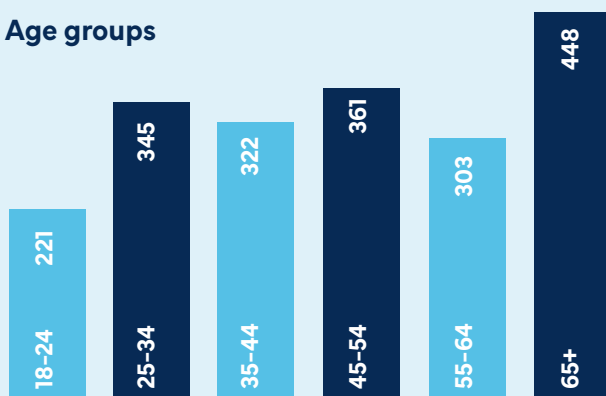
This research comprised a quantitative survey with n=2,000 online interviews conducted with UK adults aged 18+ in February 2026. Quotas were set by age, gender and region to ensure a nationally representative sample. The composition of the sample was as follows:

### Gender

- Non-binary 2
- Rather not say 3



### Age groups



In the second phase, we shared findings from the quantitative consumer research in discussion with contact centre leaders, who provided commentary and context across three separate focus groups, some of which is included in this report.

## Two Vital Stories Being Told

Since 2021, our Voice of the Contact Centre Consumer research has routinely captured exactly how the UK public experiences customer contact, how their expectations and behaviours evolve, and how organisations are rising to the associated challenges that are presented as a result.

Every year there has been some vital, and occasionally unexpected, findings. This year's research tells a story of genuine progress. Sentiment has improved, self-serve is being more widely accepted and confidence in digital channels is rebuilding. We're seeing large swathes of the population having their faith restored in customer service and the contact interactions they have with brands.

But the same research tells a second story, and it is one that demands attention. That progress is real, but it is uneven. Vulnerable consumers - whether financially vulnerable, health vulnerable, those carrying caring responsibilities, or those navigating difficult life events - continue to experience customer contact more difficultly than the wider population.

This report highlights the specific, related issues and concerns within the survey findings, but also provides a clear message about what needs to be done to tackle them. The aim is twofold: to give contact centre leaders the evidence to recognise the genuine progress being made, and the clarity to confront the gaps that remain. I hope it serves both purposes well.



**Leigh Hopwood,**  
CEO, CCMA



## Balancing Efficiency and Compassion

Customer experience in 2026 is evolving rapidly, shaped by rising expectations, digital innovation and a growing awareness of vulnerability as a universal human experience. The findings in this report highlight both progress and disparity. Service quality is improving overall, yet not all customers feel that improvement equally.

At Zoom, we believe technology should amplify empathy, not replace it. Our mission is to help organisations connect people seamlessly and meaningfully, ensuring every interaction is accessible, inclusive and easy to navigate. Whether through intelligent routing that connects vulnerable customers to the right advisor, or tools that empower agents to listen, understand and respond with care, we design solutions that put people first.

As contact centres continue to balance efficiency with compassion, we are proud to support the CCMA and vital research studies such as this one, exploring how technology can help every customer feel heard, supported and valued.



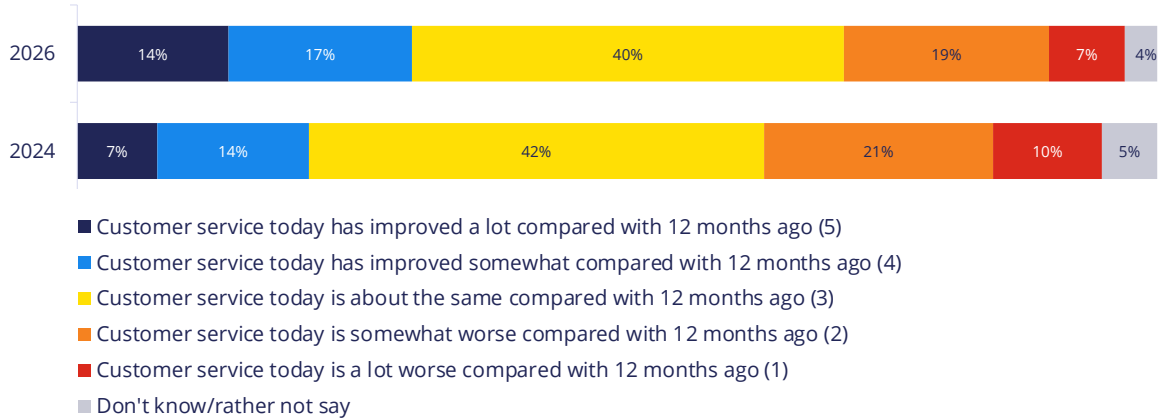
**Ben Neo,**  
Head of Contact Centre and CX Sales EMEA, Zoom

# How Do We Feel About Customer Service?

In 2026, more UK consumers feel that customer service has improved than feel it has worsened. It's a meaningful shift from the position recorded in the previous Voice of the Contact Centre Consumer research study conducted in 2024.

In 2024, 21% of consumers felt customer service had improved compared with 12 months previously, while 31% felt it had worsened – a net negative of ten percentage points. In 2026, that gap has not only closed but reversed. The proportion feeling positive about customer service has grown to 31%, while the proportion feeling negative has fallen to 26%.

Figure 1: Would you say that customer service has improved, worsened or stayed the same in the past 12 months, generally speaking?



Base: 2026 all (n=2,000), 2024 all (n=1,000)



*"We're making more endeavours to know our customers better. We are learning about how to improve. The deployment of technology is taking some of the heavy lifting, but customer expectations are getting tougher."*

Vicki Mercer, Head of Customer Service, CAF Bank

*"Customer expectations are high, and organisations have had to step up. I think we have got better – we've had to. Improvements in resolution speed and how much organisations genuinely seem to care have both moved in the right direction, even if there's still a long way to go."*

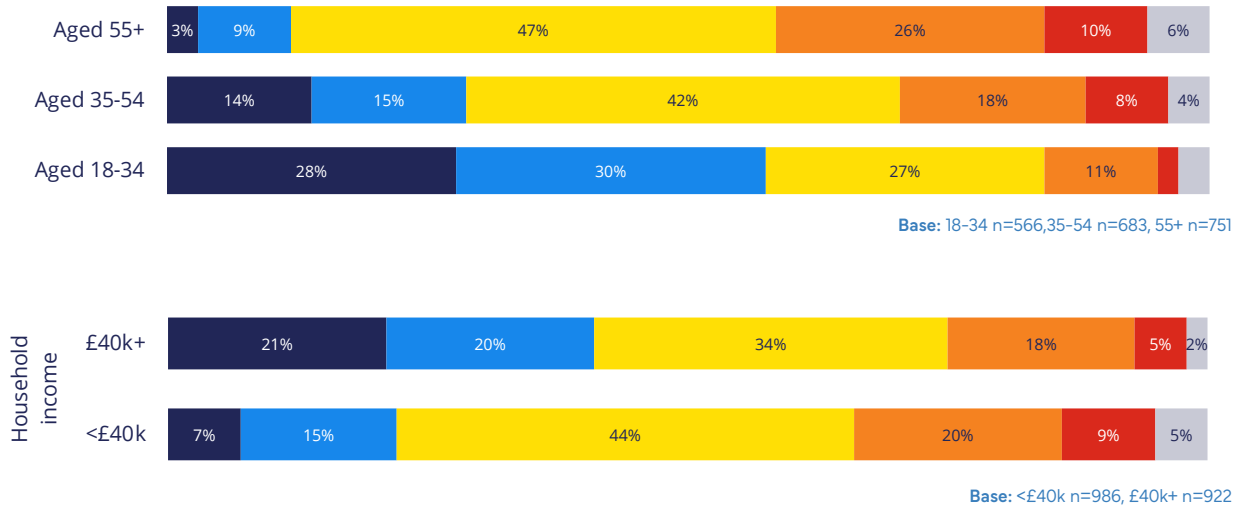
Alison Heap, Customer Service Manager, United Utilities

## Positivity Among the Young and the Affluent

Positive sentiment is not evenly distributed. Younger consumers, particularly those aged 18 to 34 (58%) and those in higher income brackets (41%), are the most likely to report that customer service has improved 'a lot' or 'somewhat'. This broadly reflects patterns observed in 2024, where demographic factors played a significant role in shaping experience and perception.

The link between affluence and positive customer service perception is key. As shown in Figure 3 below, more affluent customers are more likely to be interacting through digital-first channels that have improved markedly in recent years, and are less likely to be in the kinds of high-stress contact situations – debt, benefit claims, essential utilities – where service experience is harder to deliver well, and might affect sentiment.

Figure 2 and 3: Would you say that customer service has improved, worsened or stayed the same in the past 12 months, generally speaking?



# Our Perceptions Change by Sector

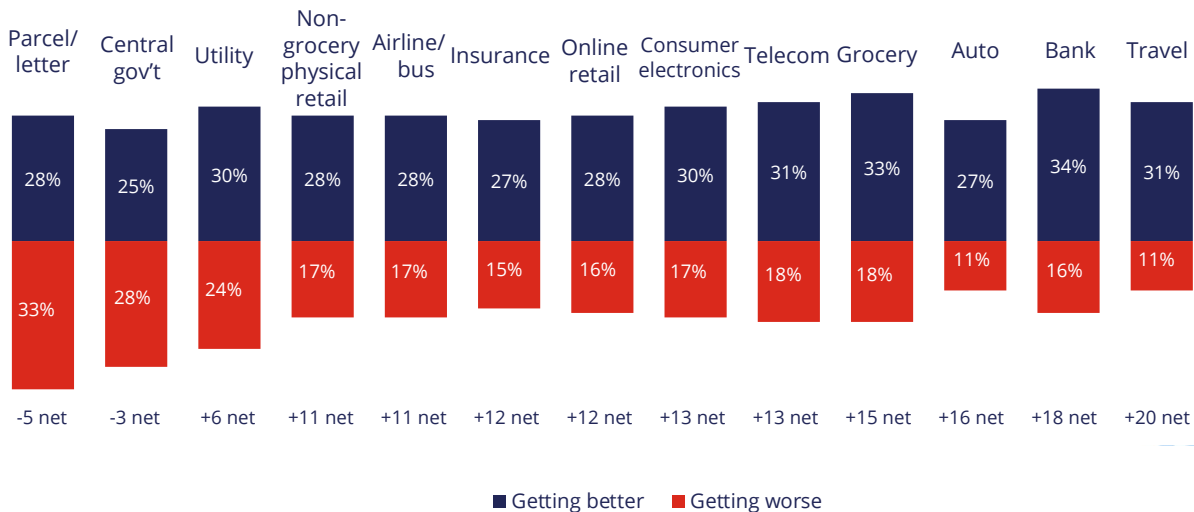
Consumer ratings of customer service vary significantly by sector. As shown in Figure 4, in 2026, travel providers (+20 net) and banks (+18 net) receive the most positive net ratings, while local councils (-11 net) continue to be rated lowest, extending a trend that has persisted throughout this research series.

The relatively strong performance of travel providers may reflect both the competitive nature of the sector and a continual drive in the sector towards omnichannel and personalised service. For banks, ongoing investment in digital capability combined with the human support available for more complex interactions continues to drive positive perceptions – though regulatory requirements and the inherent complexity of financial services mean the relationship with customers remains multifaceted.

Local councils face a distinctly different set of challenges. The combination of constrained resources, high volumes of complex and often distressing contact and limited ability to compete on the channel and technology investments seen in the private sector creates a disadvantage and affects consumer perception.

Sectors which are more competitive in nature tend to invest more in customer experience and are being viewed more positively by consumers as a result.

Figure 4: Would you say that customer today from [SECTOR] has improved, worsened or stayed the same in the past 12 months, generally speaking?



Base: All (n=2,000)

*“Public sector organisations can’t offer the same commercial incentives as private sector providers. If you’re a resident of a local authority, you can’t choose a different council. That relationship is fundamentally different to booking a holiday or switching your energy supplier, and it shapes how customers feel about every interaction.”*

Miriam Wallace, Senior Manager – Compliance, Cheshire West and Chester Council

*“Where there is genuine competition the scores are better, and that’s because organisations have to keep at the top of their game to survive.”*

Vince Scibetta, Head of Customer Care and Support, Diabetes UK

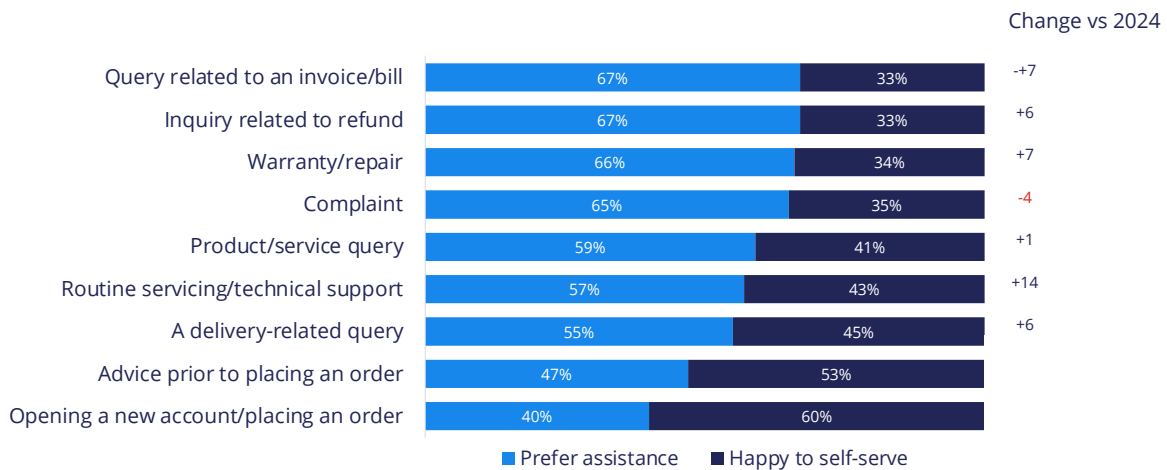
# Is Self-Service Becoming Normalised?

One of the most significant shifts in the 2026 data is the continued growth in consumer acceptance of self-serve across a range of query types. In 2024, consumer willingness to self-serve was declining across most categories – a trend driven in part by high rates of failed self-serve journeys and a resulting preference for human assistance. In 2026, a reversal is underway.

Acceptance of self-serve has increased for the majority of query types compared with 2024, suggesting that improvements to digital journeys – including better-designed chatbots, clearer navigation and more reliable resolution – are beginning to rebuild consumer confidence in self-serve channels. The proportion of consumers willing to self-serve for simple queries such as routine servicing/technical support (+14) or opening a new account/placing an order (+9) has grown.

The notable exceptions are advice prior to placing an order (-5) and complaint handling (-4), where preference for human assistance has actually increased. This aligns with the understanding that consumers continue to want human empathy, accountability and resolution when things have either gone wrong or have a higher propensity to go wrong – qualities that digital channels have not yet demonstrated consistently.

**Figure 5:** Generally speaking, for each of the following types of customer service queries would you prefer to be assisted, or would you be happy to serve yourself for example via the provider's website?



Base: All (n=2,000)



*“There is definitely a set of customers who are happy to self-serve, but we are an industry where significant financial decisions are being made and people continue to want to pick up the phone for those moments.”*

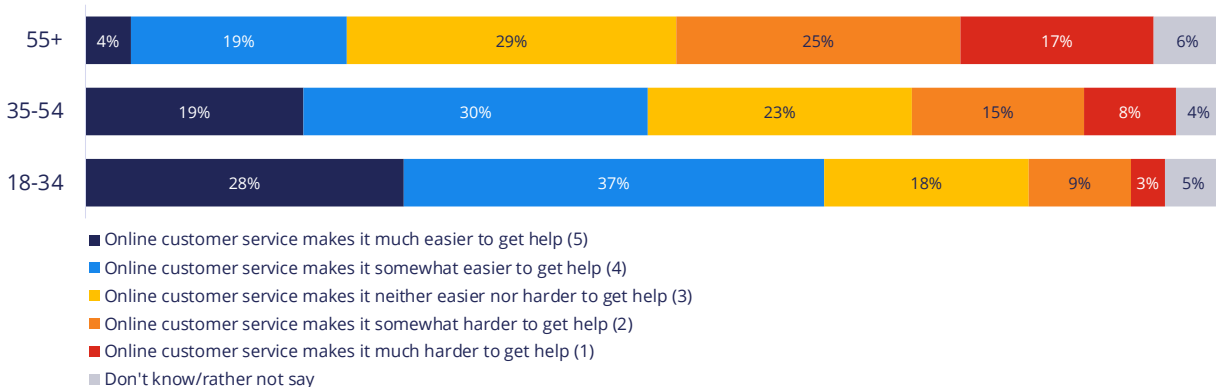
Peter Connolly, Head of Operations, Legal and General

# Acceptance of Self-Serve Across Age Groups

While overall self-serve acceptance is growing, the picture differs markedly by age. Older consumers are significantly more likely to report that online customer service channels make it harder rather than easier to get help (just 23% of those aged 55+ say online channels make it easier to get help, compared with 65% of 18–34s), and are more likely to express a preference for human-assisted contact across a wide range of query types.

This does not, however, mean that older consumers are unwilling to use self-serve. Acceptance of self-serve by query type is broadly similar across age groups for the most routine, low-stakes interactions. The divergence emerges most sharply when query complexity increases, or when the emotional stakes of the interaction are higher.

Figure 6: Generally speaking, have online customer service channels made it easier or harder for you to get help from organisations?



Base: 18-34 n=566, 35-54 n=683, 55+ n=751

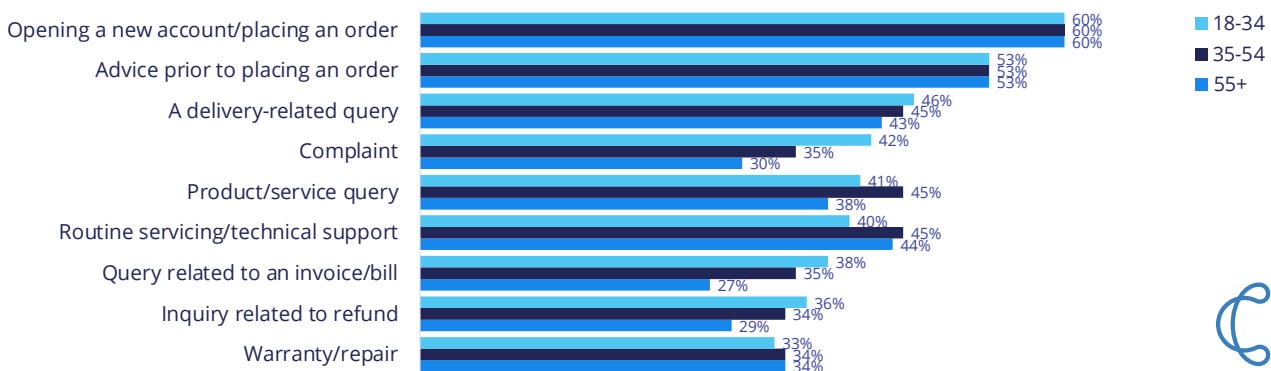
*“Demographics can be deceptive. Covid normalised digital journeys and self-serve, and the older demographic can be a surprising demographic in that respect. We are separating customers into pool types – understanding who fits into each journey, and where we can reduce transactional volume so we can focus on the interactions that are really needed and really matter.”*

Vicki Mercer, Head of Customer Service, CAF Bank

*“For us it’s about customer channel of choice rather than pushing customers down a digital path. We offer voice, email, our app and WhatsApp; customers should have the right to choose. The more people who self-serve for straightforward tasks, the better – but that must be their decision, not one we make for them.”*

Alison Heap, Customer Service Manager, United Utilities

Figure 7: Generally speaking, for each of the following types of customer service queries would you prefer to be assisted, or would you be happy to serve yourself for example via the provider’s website?



Base: 18-34 n=566, 35-54 n=683, 55+ n=751

# Vulnerability is Not a Niche Concern

For a proportion of the population, the experience of contacting an organisation is shaped not just by channel design or query complexity, but by personal circumstances that can make any interaction challenging to navigate and a service failure even more consequential.

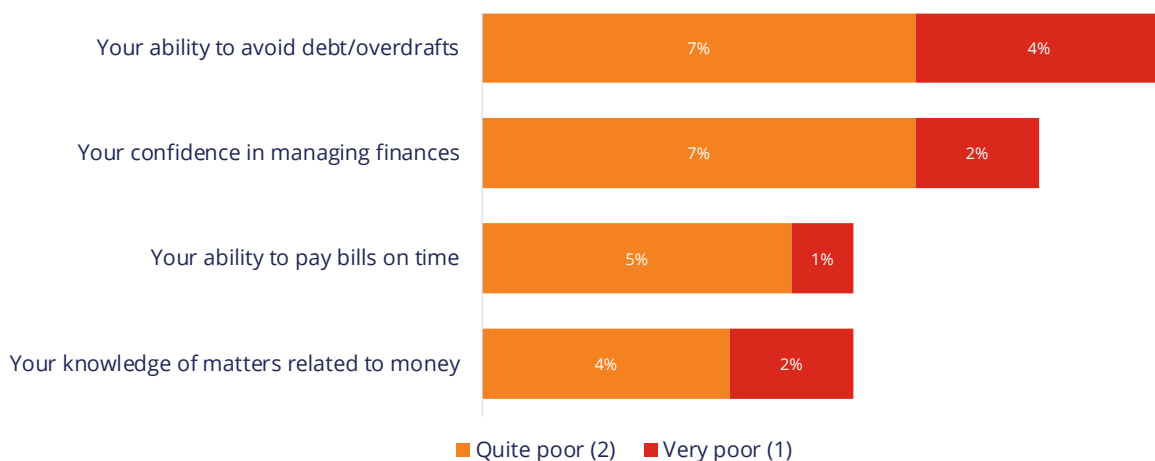
The 2026 research places particular focus on vulnerability – not as a niche concern but as a lens through which the gap between improvement in customer service sentiment and the lived reality of many consumers is placed into context.

17% of UK consumers describe themselves as financially vulnerable in 2026. This definition encompasses consumers who report low confidence in managing their finances, difficulty paying bills on time, challenges avoiding debt or overdrafts, and limited knowledge of money-related matters.

Financial vulnerability is present across all demographic groups – a reminder that vulnerability is not a fixed characteristic tied to a particular customer profile, but a circumstance that can affect any consumer at any point in their lives.

For contact centre teams, financial vulnerability presents a specific challenge. Customers in this group are more likely to be contacting organisations about debt, payment difficulties or services they can no longer afford – interactions where empathy, appropriate support and well-trained advisors are particularly critical.

Figure 8: On a scale of 1 to 5 where 5 equals “excellent” and 1 equals “very poor”, how would you rate yourself in terms of each of the following areas?



Base: All (n=2,000)

*“Our approach has evolved significantly. We’ve moved from a ‘tell us’ model to one that trains colleagues to spot verbal cues, behavioural signs and emotional distress. Recognising vulnerabilities that are less obvious, situational, or not openly disclosed is something we discuss regularly – because if you can’t identify it, you can’t support it.”*

Stephanie McDowell, Head of Contact Centre, Willis Towers Watson

*“We have moved to a relational contact model, built on professional curiosity, addressing root cause issues and empowering our teams to support vulnerable people in making decisions about the services we provide. We are increasingly using data to identify or predict vulnerabilities, so we can act proactively rather than reactively.”*

Phil Quickenden, Head of Customer & Registrations Services, Camden Council

## Support and Care Reliance

More than a quarter of consumers (27%) now say they receive help with everyday activities from another person. This includes 13% who receive support regularly and 14% who receive it occasionally, as Figure 9 shows. This figure encompasses both those with caring responsibilities, who may be acting on behalf of another person when contacting organisations, and those who rely on others for help with tasks including managing communications with service providers.

**Figure 9:** Do you currently receive help from another person with everyday activities (for example, washing, dressing, managing money, shopping, preparing meals, or taking medicines) because of your health, disability or age?

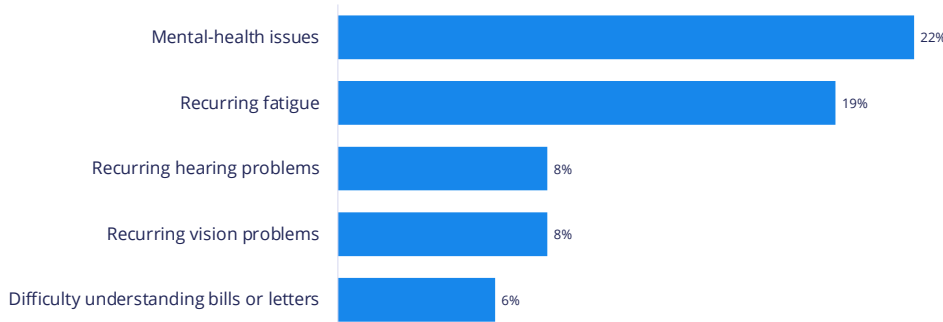


Base: All (n=2,000)

41% of consumers report having experienced one or more health-related issues in the past five years that could affect their ability to make contact with organisations. The most commonly cited issues include mental health challenges (22%), recurring fatigue (19%), hearing or vision problems (8% each), and difficulty understanding written communications (6%).

This is a substantial proportion of the adult population, and one that is likely to be underestimated. Consumers may not always connect a health condition with their experience of customer contact, or may not identify their situation as a vulnerability in the formal sense. The practical implications span channel design, communication style and the availability of appropriate adjustments – from accessible formats to longer call handling times.

**Figure 10:** Do you experience, or have you experienced in the past five years, any of the following? Please select all that apply?



Base: All (n=2,000)

*“We are seeing an increasing number of customers declaring neurodiversity or being on the spectrum. We’ve had training from our equality and diversity team on engaging with people with those traits, because some don’t like talking on the telephone, or find formal written communications distressing. Understanding that upfront can change how you approach the whole conversation.”*

Miriam Wallace, Senior Manager – Compliance, Cheshire West and Chester Council

*“Questioning and listening skills are everything when vulnerability isn’t immediately visible. For our helpline, that’s where it all starts. You can’t support somebody effectively if you haven’t first understood what they’re actually dealing with – and that requires advisors who are trained to ask the right questions and genuinely hear the answers.”*

Vince Scibetta, Head of Customer Care and Support, Diabetes UK

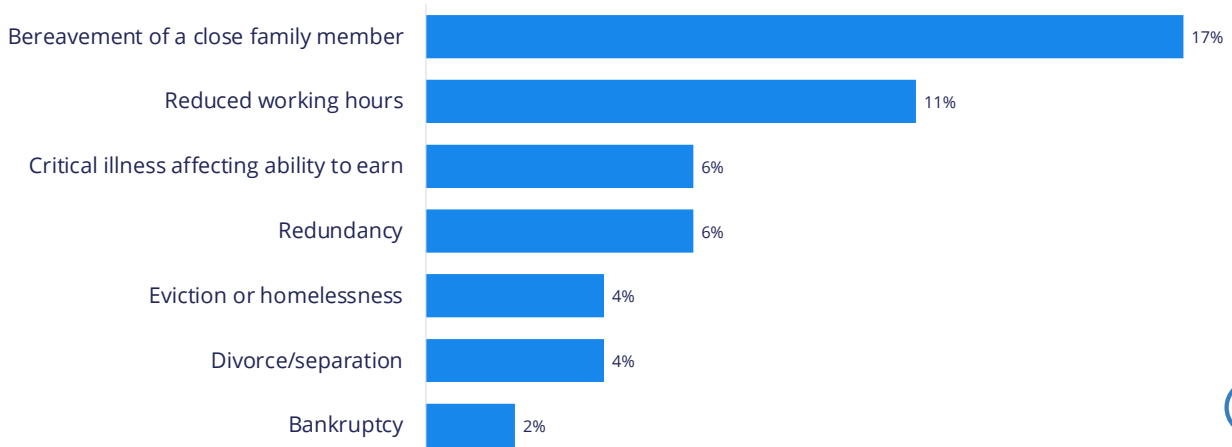
## Life Events Create Barriers

38% of consumers report having experienced a potentially traumatic life event in the past five years. These include bereavement (17%), redundancy (6%) or reduced working hours (11%), serious illness affecting earning ability (6%), divorce or separation (4%), and eviction or homelessness (4%).

Life events of this kind can affect a consumer’s ability to engage with organisations in practical ways – reduced capacity to manage paperwork, difficulty concentrating or retaining information, heightened emotional sensitivity during contact – but they can also affect the emotional register of an interaction in ways that are less predictable.

Consumers navigating significant personal challenges often find that contact with service providers adds to their stress rather than relieving it, particularly when processes are rigid or when systems do not allow for the kind of flexibility that individual circumstances require.

**Figure 11:** Have you, or if you are not the main income earner in your household, has the main income earner experienced in the past five years any of the following? Please select all that apply.



Base: All (n=2,000)

*“Huge amounts of training go into additional support and sensitive customer engagements such as bereavement. But there is still a gap in terms of understanding what best practice looks like and who is genuinely doing vulnerability work well. How you join the dots between different channels, different interactions and different kinds of information disclosure is key.”*

Peter Connolly, Head of Operations, Legal and General



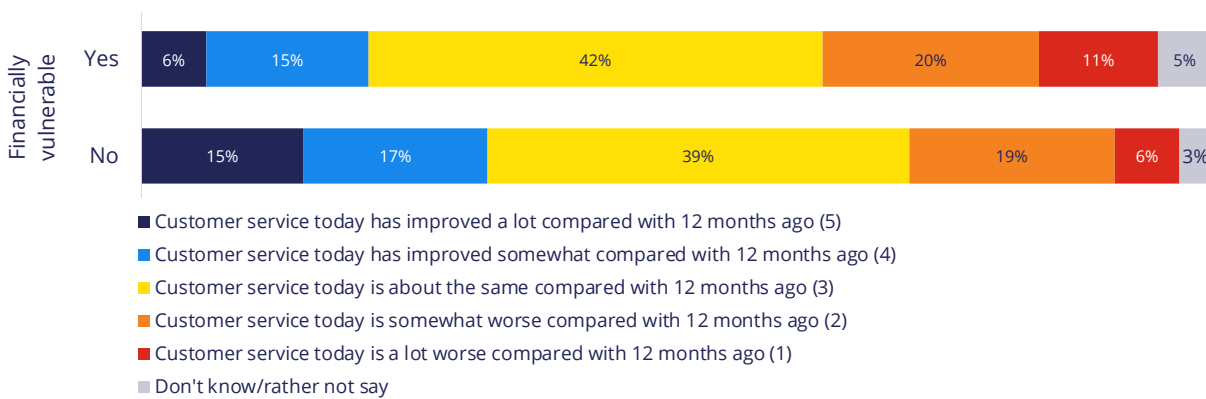
# The Sentiment Gap

While the overall picture on consumer sentiment has improved in 2026, that improvement is not shared equally. For instance, as Figure 12 highlights, financially vulnerable consumers are significantly less likely than non-vulnerable consumers to report that customer service has improved (21% vs 32%), and more likely to say it has worsened (31% vs 25%).

The gap in sentiment between vulnerable and non-vulnerable consumers is one of the most striking findings in this year's research, and reflects the reality that financially vulnerable consumers are disproportionately likely to be engaging with organisations in high-stress situations, contacting providers about bills they cannot pay, seeking support with debt or navigating complex entitlements.

These interactions are inherently more difficult to resolve well, and the consequences of a poor experience are more severe. Non-vulnerable consumers are more likely to report improvement or stability in service quality, consistent with their typically less pressured contact contexts.

Figure 12: Would you say that customer service has improved, worsened or stayed the same in the past 12 months, generally speaking?



Base: Financially vulnerable, yes n=324 / no n=1,627



*“Mental health and affordability issues are both significant challenges in the communities we serve. When a customer is in that situation, the agent may be superb, but their perception is shaped by the fact that they can't afford to pay their bill. No matter how good the interaction, the outcome may still feel negative to them.”*

Alison Heap, Customer Service Manager, United Utilities

*“We're trying to shift away from debt recovery as a last resort and towards intervening much earlier with debt support. Our contact centre plays a part in that – advisors can help reprofile accounts, but they can also ask whether a customer is aware they may be eligible for a council tax reduction or household support fund. The conversation has to start somewhere.”*

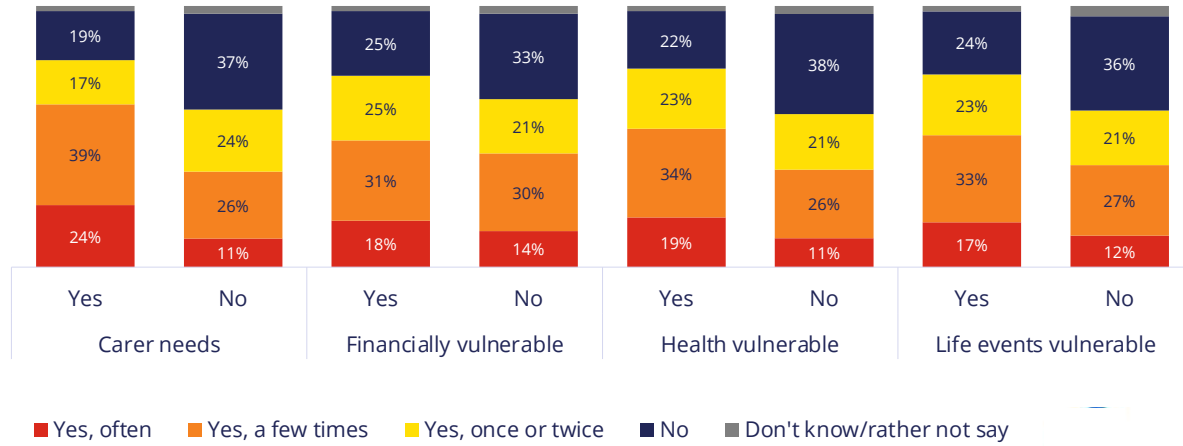
Miriam Wallace, Senior Manager – Compliance, Cheshire West and Chester Council



## Online Avoidance Among Vulnerable Customers

Vulnerable consumers – across all four vulnerability dimensions measured in this research – are more likely than non-vulnerable consumers to avoid online customer service channels because they find them difficult to use. This pattern is at its most pronounced among those with carer responsibilities (80%) and health vulnerabilities (76%) but is heightened across all four vulnerability dimensions.

Figure 13: Have you ever avoided using an online channel (website, app, live text chat) for customer service because you found it difficult to use?



Base: Carer needs yes n=555 / no = 1,408, Financially vulnerable yes n=324 / no n=1,627, Health vulnerable yes n=826 / no n=1,174, Life events vulnerable yes n=759, no n=1,241

## Self-Serve Failure

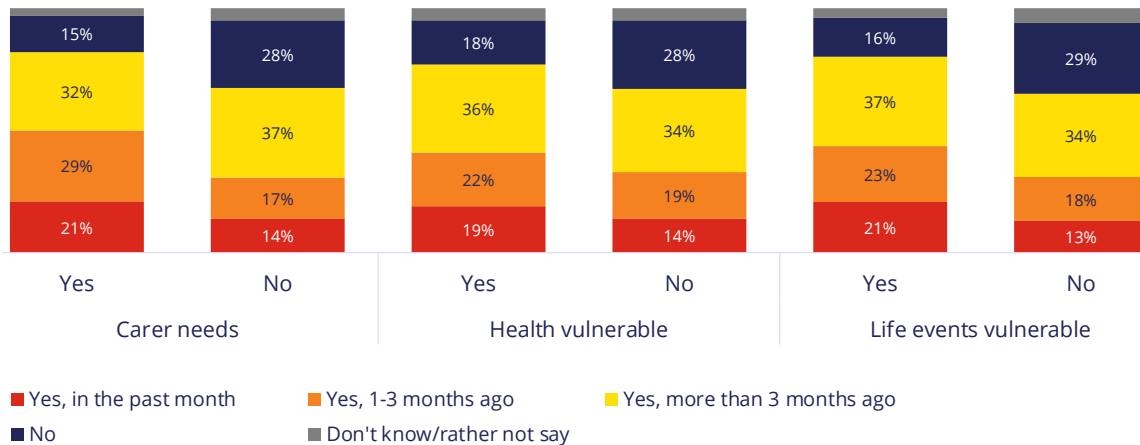
Vulnerable consumers are also more likely to report failed self-serve attempts that have forced them to switch to phone contact. This includes recent failures in the past month (experienced by 21% of those with carer responsibilities and 21% of those affected by significant life events, compared with 14% and 13% of their non-vulnerable counterparts), repeated failures over time, and situations where a failed self-serve journey significantly delayed resolution of an issue.

In 2024, 70% of all consumers reported having failed a self-serve journey in the preceding year. In 2026, while overall self-serve acceptance has grown and failure rates have begun to improve, vulnerable consumers continue to experience failure at higher rates than their non-vulnerable counterparts. The improvement in overall digital experience has not yet translated equally across the consumer population.

*“We have introduced technology improvements, including bot logic and routing safeguards, that ensure vulnerable members bypass digital journeys where appropriate and reach a human adviser quickly. The design principle is simple: technology should make it easier to get to the right person, not harder.”*

Stephanie McDowell, Head of Contact Centre, Willis Towers Watson

Figure 14: Have you ever tried using an online channel for customer service, but didn't succeed and you ended up phoning instead?



Base: Carer needs yes n=555 / no = 1,408, Health vulnerable yes n=826 / no n=1,174, Life events vulnerable yes n=759, no n=1,241

*“There is a lack of digital skills among some of our customers, and we’ve introduced digital buddies at our resident assistance points to help them self-serve. But there will always be a number who need to speak to someone – and ensuring that option is always available, always accessible and never a last resort is a core part of our commitment to them.”*

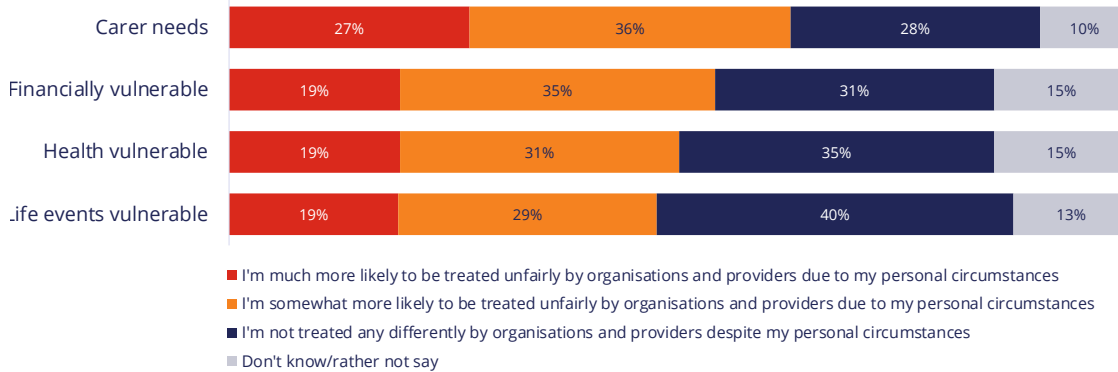
Miriam Wallace, Senior Manager – Compliance, Cheshire West and Chester Council

## Unfair Treatment

54% of vulnerable consumers feel that their personal circumstances make them more likely to be treated unfairly by organisations, as shown in Figure 15. This perception is strongest among consumers with carer responsibilities (63%), those who are financially vulnerable (54%) and those affected by health issues (50%) or significant life events (48%).

Fewer vulnerable consumers feel they are treated the same as other customers, a finding that carries significant implications for how organisations communicate with and design services for this group.

**Figure 15:** To what extent do you feel that your personal circumstances make you more likely than other people to be treated unfairly when dealing with organisations and providers?



Base: Carer needs yes n=555 / no= 1,408, Financially vulnerable yes n=324 / no n=1,627, Health vulnerable yes n=826 / no n=1,174, Life events vulnerable yes n=759, no n=1,241

*“For certain types of contact – emotive issues, complex needs, moments of genuine distress – there will always need to be a human helpline. Regardless of how good digital becomes, there are interactions where a vulnerable person needs to know they are speaking to another human being who understands their situation and can make a judgement on their behalf.”*

Vince Scibetta, Head of Customer Care and Support, Diabetes UK

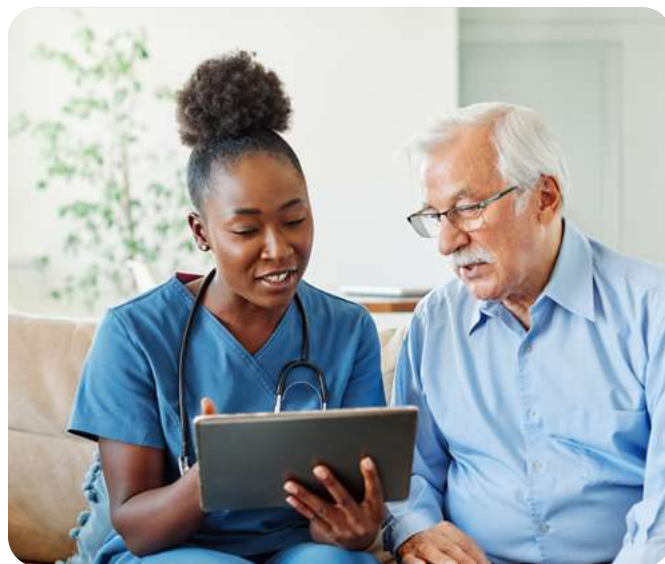
*“Our biggest challenge is the context of vulnerability across the breadth of services we provide. Someone may have a temporary vulnerability linked to a life event or a more permanent vulnerability. They may also require support around some of our services, for example finances and paying bills, whereas they may not require assistance with other services, such as tenancy management or social care. We need to think carefully about our understanding and how we describe vulnerability, and the safeguards we put around that to maintain relationships with our citizens and customers.”*

Phil Quickenden, Head of Customer & Registrations Services, Camden Council

# Key Findings from Voice of the Contact Centre Consumer 2026

The Voice of the Contact Centre Consumer 2026 reveals a customer service landscape that is improving, but unevenly. Investment in people, process and digital experience is paying off in stronger overall sentiment, growing acceptance of self-serve and renewed consumer confidence in digital channels. Yet that progress is not reaching everyone equally. Vulnerable consumers – whether financially vulnerable, health vulnerable, those with carer responsibilities or those navigating significant life events – continue to experience customer contact differently, and often with greater difficulty, than the wider population.

The following seven key findings capture both the headline shifts and the inequalities that contact centre leaders will need to address as they shape strategy for the year ahead.



- 1 For the first time in five years, more UK consumers feel customer service has improved than worsened.**  
It's a landmark shift driven by investment in people, process, digital experience and market competition.
- 2 The feeling that customer service is improving is most prevalent among younger and more affluent consumers.**  
However, the improvement in overall perception does not reach all demographic groups equally.
- 3 Acceptance of self-serve is growing across most query types.**  
This reverses the decline seen in 2024 and reflects improvements in digital journey design and a gradual rebuilding of consumer confidence.
- 4 Financially vulnerable consumers are significantly less optimistic about customer service than non-vulnerable consumers.**  
The overall improvement in sentiment is not shared equally by those who need good service most.
- 5 Vulnerable consumers are more likely to avoid online customer service channels.**  
This pattern is most pronounced among those with carer responsibilities and health vulnerabilities, who report regularly having to switch to phone when they do try to use online channels such as web, apps and live chat.
- 6 Self-service failure is at higher rates among vulnerable consumers than among non-vulnerable consumers.**  
While overall self-serve acceptance has grown and failure rates are beginning to improve, the gains in digital experience have not yet translated equally across the consumer population.
- 7 Consumers that are vulnerable feel they are more likely to be treated unfairly because of their personal circumstances.**  
54% hold this view – carrying clear implications for how organisations communicate with and design services for this group.

## About the CCMA

For more than 30 years, the CCMA has been dedicated to supporting contact centre leaders. We push ourselves to do more for our thriving membership base, which is the largest community of industry professionals in the UK.

The CCMA was founded with the goal of sharing best practice and networking to improve skills and knowledge in order to progress contact centre operations – and we live by that to this day.

We give those who work in contact centres the chance to discuss ideas and share experiences through member-only events online and in-person. Member organisations are invited to become Accredited through the Contact Centre Standards Framework and get independent guidance on where they can improve. There is the opportunity to compare operations against industry standards and 25+ KPIs, via our annual CCMA Benchmark.

Our training arm, CCMA Academy gives contact centre professionals at all levels a structured learning opportunity to support both personal and professional development for the benefit of their operations. We also celebrate the progress our industry is making through the UK National Contact Centres Awards. Those that win go on to share their stories through channels such as the UK National Contact Centre Conference, Best Practice Visits and CareerTalk, while also providing input into our CCMA Circles and other events.

In 2026, the CCMA coordinated the UK's first National Contact Centre Day, a celebration that engaged more than 4m people both within and outside the sector, via online and in-person events held by a vast range of organisations across the country. The event will take place annually, with the next National Contact Centre Day set for 3 March 2027. for 3 March 2027.

[www.ccma.org.uk](http://www.ccma.org.uk)

## About Zoom

Zoom Communications is a global AI-first work platform whose Zoom CX suite delivers a unified, intelligent customer experience solution. Zoom CX brings together Zoom Contact Centre, Zoom Virtual Agent, AI Companion for CX, and CX Insights on a single platform - enabling organisations to connect self-service, assisted service, and back-office operations seamlessly.

Capabilities include AI-powered agent assistance, real-time translation, intelligent routing, and workforce engagement management. Built on the same trusted infrastructure as Zoom Meetings, Zoom CX helps organisations reduce operational complexity, accelerate resolution times, and deliver personalised, omnichannel customer experiences while improving employee engagement and business outcomes.

[www.zoom.com](http://www.zoom.com)

## Not a member?

There is no better time to join us. The industry is changing and we are giving our members more opportunities to learn, to network and to support each other.

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