

Voice of the Contact Centre Consumer

A CCMA Research Initiative

We've turned a corner - more people say customer service is getting better



58%

of young consumers (18-34 yrs) report that customer service has improved compared with 12 months ago

“We're making more endeavours to know our customers better. We are learning about how to improve.”

Vicki Mercer, Head of Customer Service, CAF Bank

Travel and banks see the greatest sector net satisfaction rates for customer service

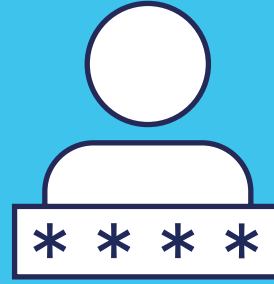


Self-service is becoming normalised

Acceptance of self-serve has increased for the majority of query types compared with 2024

“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.”

Alison Heap, Customer Service Manager, United Utilities



NEW ACCOUNT

+9



TECH SUPPORT

+14

However, vulnerable consumers are not having their needs met fully

“We have to empower our teams to better support vulnerable people in making decisions about the services we provide.”

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

31%

of vulnerable consumers report customer service has worsened.

A sentiment gap exists.

Vulnerable consumers are more likely to avoid self-serve and online channels

81%

of people with carer needs have avoided online contact at least once

“For certain types of contact - emotive issues, complex needs, moments of genuine distress - there will always need to be a human helpline.”

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



Vulnerable consumers feel they are treated unfairly

54%

of financially vulnerable consumers feel they are treated unfairly by organisations

“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



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