



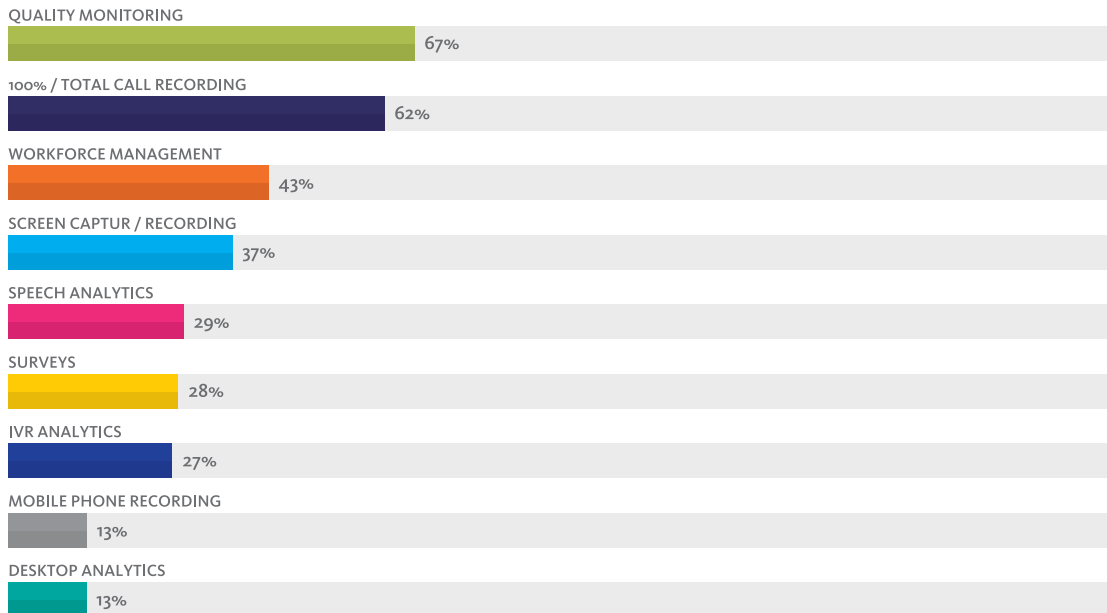
50 CRITICAL CUSTOMER SERVICE STATS
TO SHAPE 2016

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According to Gartner, by 2017, 50% of product investment projects will be redirected to customer experience innovations. And per a 2015 Contact Center report from Dimension Data, nearly 80% of contact centers say their current customer service systems won't meet their future needs. These and other statistics indicate a major upward trend over the next two years (and likely beyond) toward customer service improvements. This likely means there will be a correlating trend toward increased investment in call center optimization tools such as those referenced in this 2014 OrecX survey:

WHICH CALL CENTER OPTIMIZATION TOOLS ARE MUST-HAVES?

Results from 50+ Industry Professionals Spanning 15 Countries



Source: OrecX

What follows are nearly 50 insightful and highly relevant statistics surrounding customer service and satisfaction, which you need to consider as you plan your customer service/call center investments moving into 2016 and beyond. Following each section of statistics are also recommended solutions to help address the challenges mentioned in the statistics. At the end of this infographic are definitions to help understand the purpose of these solutions.





BRAND

- By 2020, customer experience will overtake price and product as the key brand differentiator. (Walker Info)
- According to Zendesk, 87% of customers think brands need to put more effort into providing a seamless experience.
- According to Deloitte, 62% of organizations view customer experience provided through contact centers as a competitive differentiator.
- 76% of consumers say they view customer service as the true test of how much a company values them. (2015 Aspect Consumer Experience Survey)
- 75% of companies globally recognize service as a competitive differentiator; up 18% in two years. But c-sat levels are down for the 4th consecutive year. (Dimension Data - 2015 Global Contact Center Benchmarking Report)
- 75% of organizations globally view the contact center as a competitive differentiator. (Dimension Data - 2015 Global Contact Center Benchmarking Report)

> Recommended Solutions: [Quality Monitoring](#), [Screen Capture/Recording](#), [Speech Analytics](#), [IVR Analytics](#)



TECHNOLOGY/INVESTMENT

- By 2017, 50% of product investment projects will be redirected to customer experience innovations. (Gartner)
- Nearly 80% of contact centers say their current customer service systems won't meet their future needs. (Dimension Data 2015 Global Contact Centre Benchmarking Report)
- 24% of businesses globally operate without quality management tools. (Dimension Data 2015 Global Contact Centre Benchmarking Report)
- 77% of organizations expect to maintain or grow the size of their customer service team during the next 12-24 months. (Deloitte)
- 63% of companies expect to spend more on customer experience moving forward. (Temkin)

> Recommended Solutions: [Quality Monitoring](#), [Screen Capture/Recording](#), [Speech Analytics](#), [IVR Analytics](#)



CUSTOMER PREFERENCE

- 77% of US online adults say that valuing their time is the most important thing a company can do to provide them with good service. (Contact Centers Must Go Digital or Die, Forrester Research, 2015)
- 60% of consumers favor a balance of price and service and will not accept low service levels in exchange for a cheap deal. (Institute of Customer Service)
- 81% of customers prefer the phone channel. (Parature)

> Recommended Solutions: [Quality Monitoring](#), [Screen Capture/Recording](#), [Speech Analytics](#), [IVR Analytics](#)



CUSTOMER SENTIMENT

- 45% of customers can't remember having a recent successful customer experience. Most failures were related to disappointing customer service: 35% of the survey respondents experienced poor response times; 30% said the employee they contacted was poorly trained; 31% said the employee they spoke to wasn't empowered to help; 29% of customers received inaccurate or conflicting information when they did talk to customer service representatives. (SDL 2015 The Global CX Wakeup Call Report)
- 60% of consumers have higher expectations for customer service now than they did just one year ago. (2015 Global State of Multichannel Customer Service Report)
- 84% of individuals say that their expectations had not been exceeded in their last customer service interaction. (Harvard Business Review)
- 72% of people blame their bad customer service experience on having to explain their problem to multiple people. (Zendesk)
- 56% of consumers have to re-explain an issue when speaking to customer service. (Harvard Business Review)
- The average customer satisfaction for customers aged 18-24 is 72.5%. (Institute of Customer Service)
- The average customer satisfaction for customers aged 65+ is 80.3%. (Institute of Customer Service)
- 82% of people view accuracy and quality of information as the most important attribute of customer experience. (Deloitte)
- 51% of the time customers have to re-explain their issue. (Salesforce.com - 2015 State of Service Report)
- 81% of all consumers agree that it is frustrating to be tied to a phone or computer to wait for customer service help. (Source: The Harris Poll)

> Recommended Solutions: [Quality Monitoring](#), [Screen Capture/Recording](#), [Speech Analytics](#), [IVR Analytics](#)



POSITIVE SERVICE IMPACT

- 57% of companies globally can correlate improving customer experience with revenue/profit growth. (Dimension Data - 2015 Global Contact Center Benchmarking Report)
- 50% of individuals use a company more frequently after a positive customer experience. (NewVoice)
- 40% of customers begin purchasing from a competitor because of their reputation for great customer service. (Zendesk)

> Recommended Solutions: [Quality Monitoring](#), [Screen Capture/Recording](#), [Speech Analytics](#), [IVR Analytics](#)



METRICS

- 80% of customer service organizations use customer satisfaction (CSAT) scores as their primary metric for gauging customer experience. (Harvard Business Review)
- Avoiding negative words like “can’t,” “won’t,” or “don’t” can reduce the Customer Effort Score by 18.5%. (Harvard Business Review)
- A 1% improvement in first Call Response = \$276,000 in annual operational savings for the average call center. (SQM Group)

> Recommended Solutions: [Quality Monitoring](#), [Screen Capture/Recording](#), [Speech Analytics](#), [IVR Analytics](#)



CUSTOMER SERVICE TEAMS/AGENTS

- High performers are nearly 2x more likely than underperformers to say that customer service is 100% the responsibility of the entire company. (Salesforce.com)
- 65% of high-performing service teams say their agents are completely empowered to make customers happy. (Salesforce.com - 2015 State of Service Report)
- 55% of high performers say they can predict customer service needs more than 80% of the time — 3x more often than the rest. (Salesforce.com - 2015 State of Service Report)
- Compared to underperformers, the best service teams are 3x more likely to be outstanding or very good at using analytics. They’re also 3.9x more likely to be outstanding or very good at customizing dashboards to track KPIs. (Salesforce.com - 2015 State of Service Report)

> Recommended Solutions: [Quality Monitoring](#), [Screen Capture/Recording](#), [Speech Analytics](#), [IVR Analytics](#)



CUSTOMER SERVICE TRENDS

- By 2017, one third of all customer service interactions will still require the support of a human intermediary. (Source: Gartner)
- 91% of organizations said they aspire to be among the customer experience leaders in their industry. (Forrester)

> Recommended Solutions: [Quality Monitoring](#), [Screen Capture/Recording](#), [Speech Analytics](#), [IVR Analytics](#)



MOBILE

- 90% of consumers said they have had poor experiences seeking customer support on mobile. (Software Advice)
- 77% of those aged 18 to 24 use mobile devices at least once per month for customer support. (Software Advice)

> Recommended Solutions: [Quality Monitoring](#), [Screen Capture/Recording](#), [Mobile Recording](#), [Multi-Channel Analytics](#), [IVR Analytics](#)



MISCELLANEOUS

- 42% of service agents are unable to efficiently resolve customer issues due to disconnected systems, archaic user interfaces, and multiple applications. (Aspect)
- It takes 12 positive customer experiences to make up for one negative experience. (Parature)
- Aberdeen states that companies with extremely strong multi-channel customer engagement retain, on average, 89% of their customers, compared to 33% for companies with weak multi-channel customer engagement.
- According to Forrester, successful VOC programs should support a cycle of four activities: listen to customer feedback, interpret the resulting data, react to improve the experience, and monitor results.

> Recommended Solutions: [Quality Monitoring](#), [Screen Capture/Recording](#), [Multi-Channel Analytics](#), [IVR Analytics](#)

SOLUTION DEFINITIONS

Quality Monitoring – a sampling of customer calls are captured and scored (using various evaluation forms) for quality assurance purposes.

Screen Capture/Recording – Call center agent's desktop screen activity is captured during a customer interaction to show what he/she was doing during the call.

Speech Analytics – Customer calls are captured, stored and searchable according to specific spoken words by the agent or the customer. Manager can discover customers about to defect, e.g., by detecting the word "cancel" in any interactions.

IVR Analytics – Company's IVR interactions are evaluated to determine which prompts aren't working and causing hang-ups, which menu options are causing customer difficulty navigating to where they want to go, and so on.

Multi-channel analytics – Call center analytics spanning a variety of communications channels including voice, text, chat, email and social media. This provides a holistic picture of a company's full customer service capabilities.

Mobile recording – Capture and storage of customer interactions made via your employees' mobile phones, enabling management to identify non-work related activity, compliance issues, customer service improvement areas, etc.

Contact OrecX.com for more information on the solutions mentioned in this document.