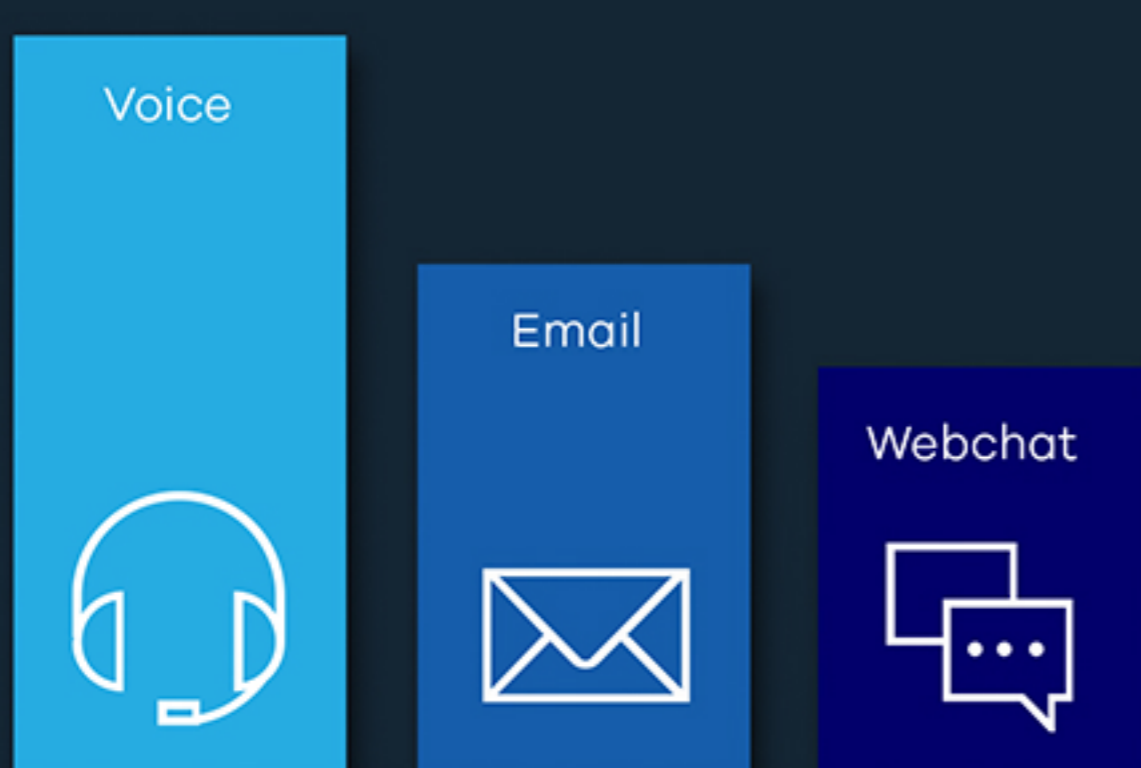


HOW OPERATIONAL CUSTOMER EXPERIENCE IMPACTS CUSTOMER SATISFACTION

Contact center professionals ranked their

TOP 5 KPIs

1. Customer satisfaction
2. Average handle time
3. First call resolution
4. Average time in queue
5. Average speed of answer



COMMUNICATION CHANNELS

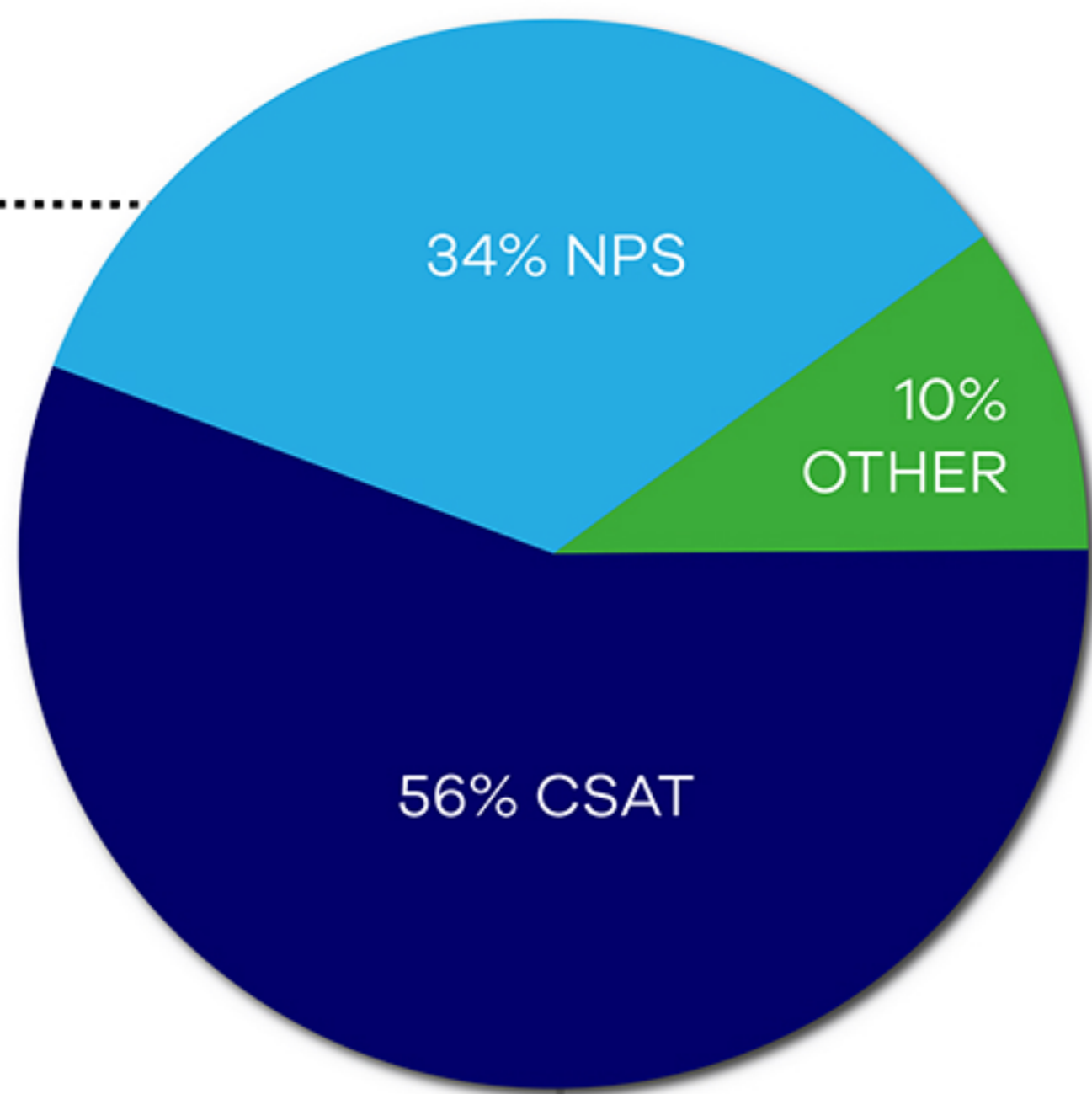
that Drive the Highest Levels of Customer Satisfaction

HIGHEST CUSTOMER SATISFACTION
Live Agent



MEASUREMENT METHODS

56% measured customer satisfaction through CSAT and 34% indicated they use NPS.



Highest Ranking CUSTOMER EXPECTATIONS

- 1 Knowledgeable, polite and friendly agents
- 2 Calls answered quickly/short waiting times
- 3 First call resolution/queries resolved quickly
- 4 Customers don't want multiple call transfers
- 5 Personalized experience

COMPANIES PROFICIENT IN



TYPICALLY SEE



Faster time-to-market



Test coverage



Faster time per test