



# With thanks to our participants

Nationally representative survey of n=500 24-27 September

Roundtable discussions with contact centre leaders 6-7 October



# Contact volume varies by sector

<b>Fig. 1: Interactions by sector</b>	<b>Have had contact since 1 June</b>
<b>Grocery/supermarket</b>	<b>39%</b>
<b>Bank</b>	<b>34%</b>
<b>Utility (electric, gas, water)</b>	<b>29%</b>
<b>Mobile phone/home phone/broadband</b>	<b>28%</b>
<b>Insurance</b>	<b>22%</b>
<b>Council/government</b>	<b>20%</b>
<b>Non-grocery retailer</b>	<b>17%</b>
<b>Automotive (including dealership, service garage, parts and vehicle rental)</b>	<b>16%</b>
<b>Airline/bus/train</b>	<b>11%</b>
<b>Consumer electronics (white goods, audio-visual, PC/computing/mobile devices)</b>	<b>11%</b>
<b>Household-goods manufacturer (household products not including white goods or consumer electronics)</b>	<b>10%</b>

Which of the following types of organisations have you contacted, or have made contact with you, since 1 June 2020? Please select only if you have been in touch directly with regard to a specific enquiry, not general browsing or shopping. Please select all that apply.

# Many queries are related to upcoming purchases

<b>Fig. 2: Reasons for interaction</b>	<b>Have had contact since 1 June</b>
Existing purchase/account management	39%
Buying/booking	34%
Product/service enquiry	29%
Pre-purchase	28%
Complaint	22%
Delivery	20%
Invoicing/billing	17%
Warranty/repairs	16%
Refund	11%

Please tell us what was the reason for contacting? You can select more than one reason if you have had multiple interactions.

Base: n=500 customers

# Phone is still dominant...

Fig. 3: Contact channels used	Have used since 1 June
Phone call with a human advisor	46%
In a physical store/office	28%

**46%**

of people in the UK have had a customer service interaction by phone in the past 4 months

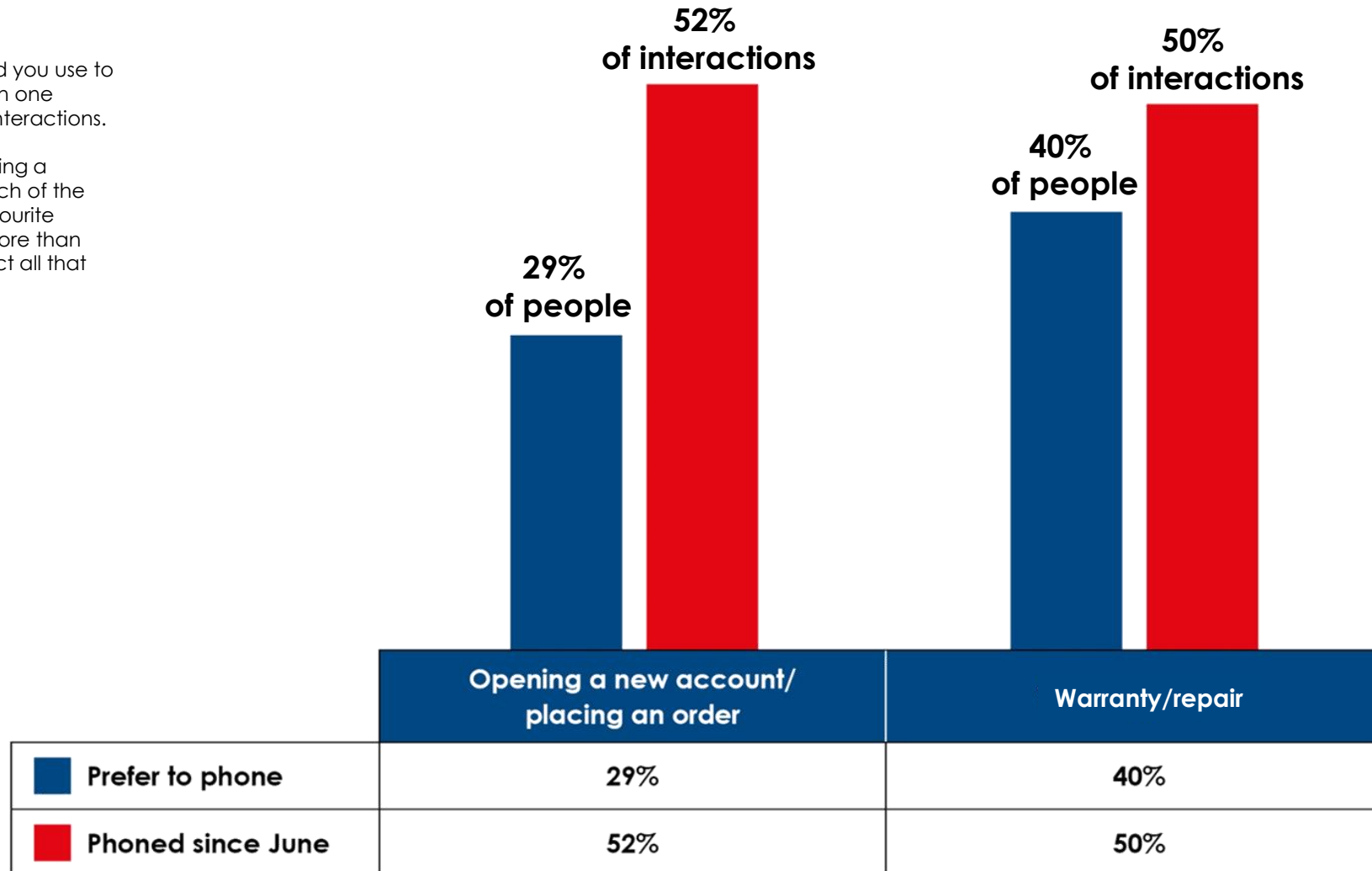
SMS/text	14%
Social network such as Facebook, Twitter, Instagram	14%
Private messaging app such as WhatsApp, Facebook Messenger	14%
Video call with a human advisor	12%
Post	12%

Which of the following channels did you use to contact? You can select more than one channel if you have had multiple interactions.

# ...but customers want alternatives

Which of the following channels did you use to contact? You can select more than one channel if you have had multiple interactions.

Generally speaking, when contacting a company or organisation to do each of the following, which would be your favourite method of contact? If you have more than one favourite method, please select all that apply.



Base: n=500 customers, n=174 account opening and purchase interactions, n=76 warranty/repair interactions

# Why are we still directing customers to phone?

“There are certain things we wouldn’t want the customer to do. If there was a card blocked, we wouldn’t want customers to [manually unblock].”

“We can’t authenticate via email. I would say up to three quarters of the email traffic you had to go back to customers or direct them to another channel because they wanted something specific about their account.”

# Higher-involvement categories and journeys see higher phone use

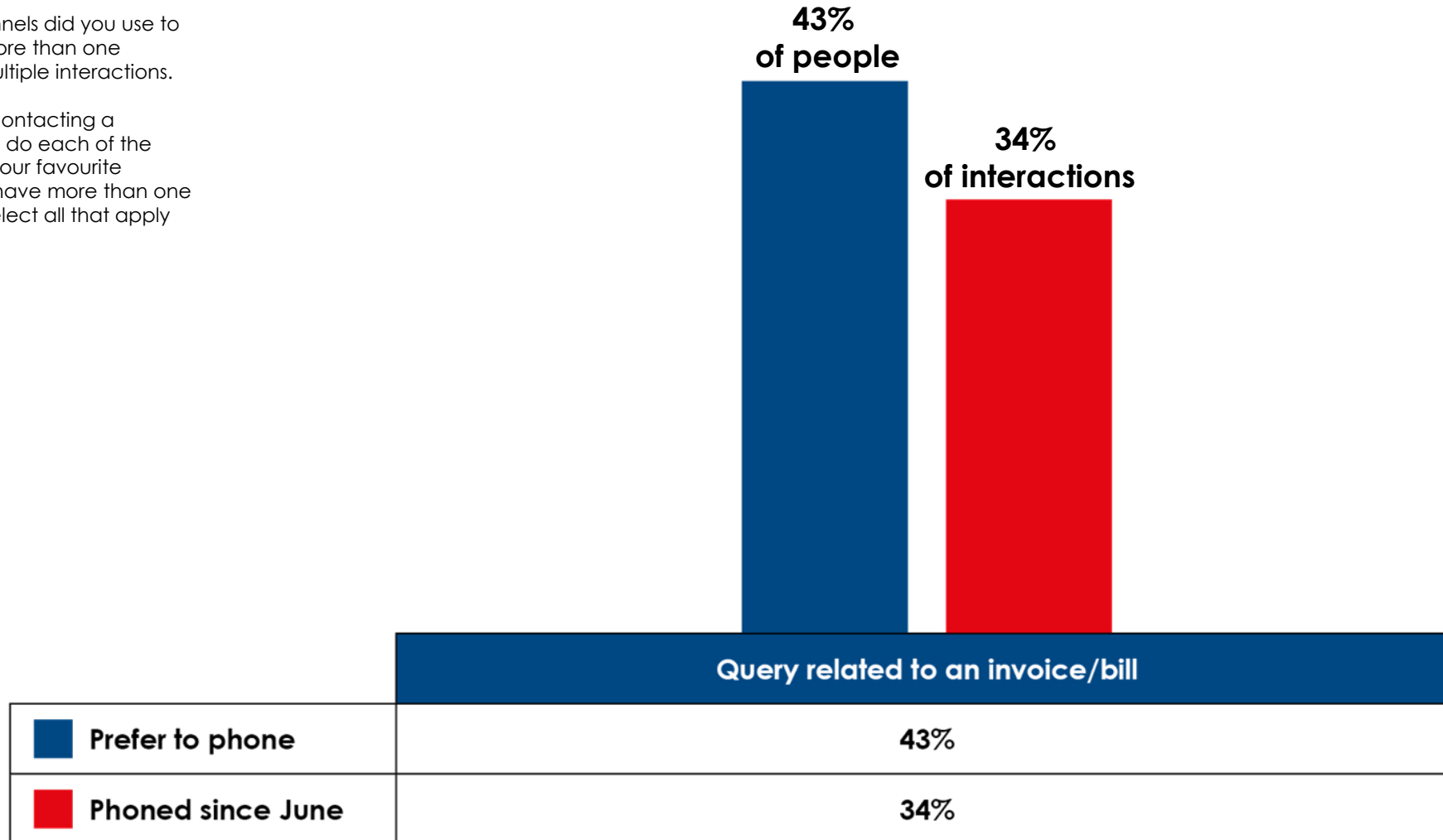
“The more commoditised the product, the more likely someone will do it online. Up the value and complexity chain and customers will want to speak to a trusted advisor.”

“The more simple administrative tasks customers are quite willing to do, but if you have an in-depth query or complaint, they absolutely want to speak with you.”

# Do customer habits need changing?

Which of the following channels did you use to contact? You can select more than one channel if you have had multiple interactions.

Generally speaking, when contacting a company or organisation to do each of the following, which would be your favourite method of contact? If you have more than one favourite method, please select all that apply



Base: n=500 customers, n=95 invoicing/billing interactions

# Do customer habits need changing?

“40% of our customers call the service line just to make payments. We are implementing an IVR payment line.”

“We’ve conditioned the customer to behave in certain ways. Our bigger challenge is not capability but behaviour change.”

# Omni-channel adoption is being driven by phone wait times

**30%** of customers using the phone had to wait too long to be connected.

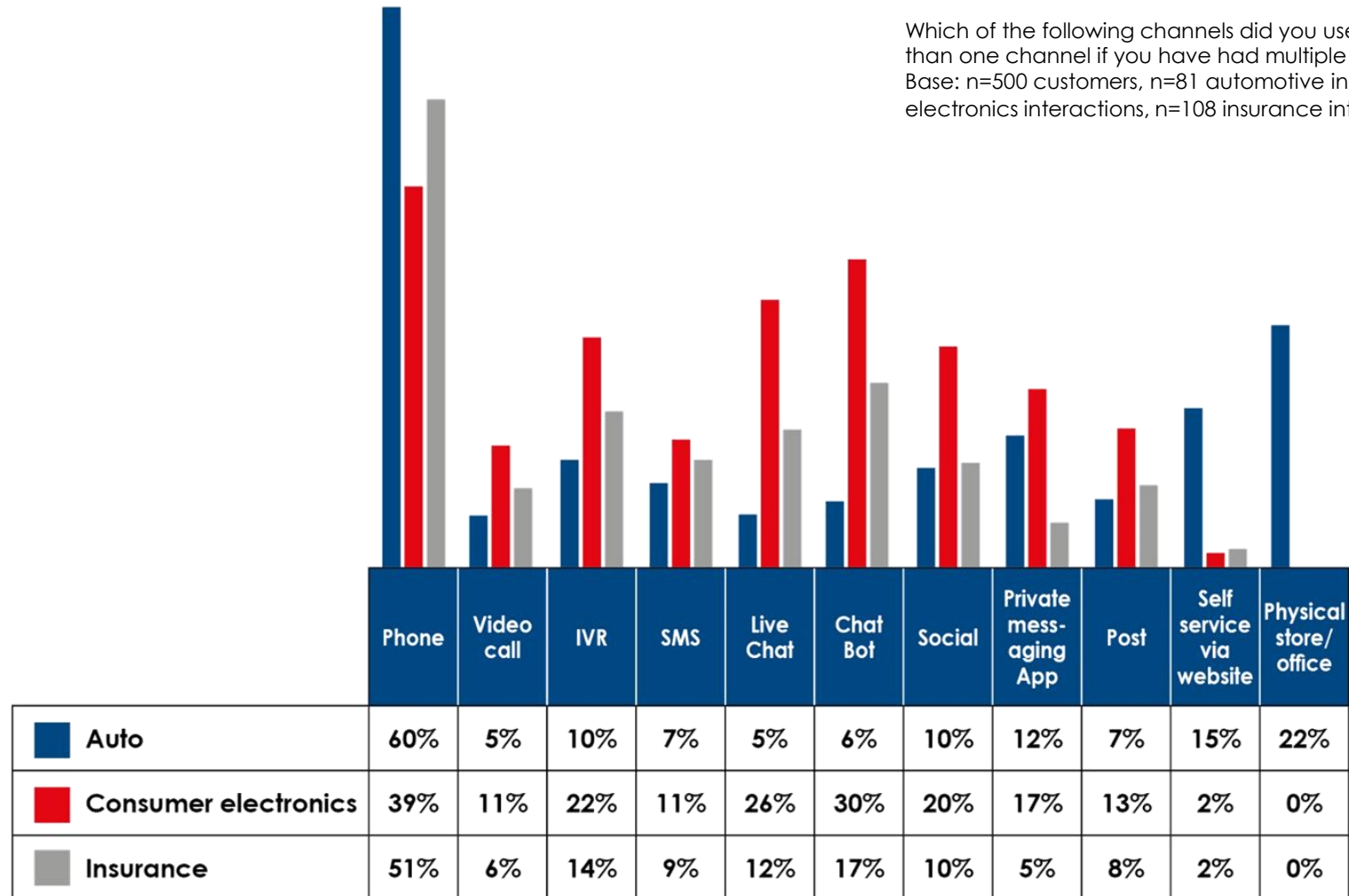
# For vulnerable customers, phone is not always best

“Our most vulnerable customers would potentially prefer text or chat rather than have to call us.”

“A lot of people are facing debt for the first time. They want an assisted anonymised service. Lots of debt customers prefer to use a bot or WhatsApp because it's assisted yet anonymised.”

# Marked differences by sector in omni-channel usage...

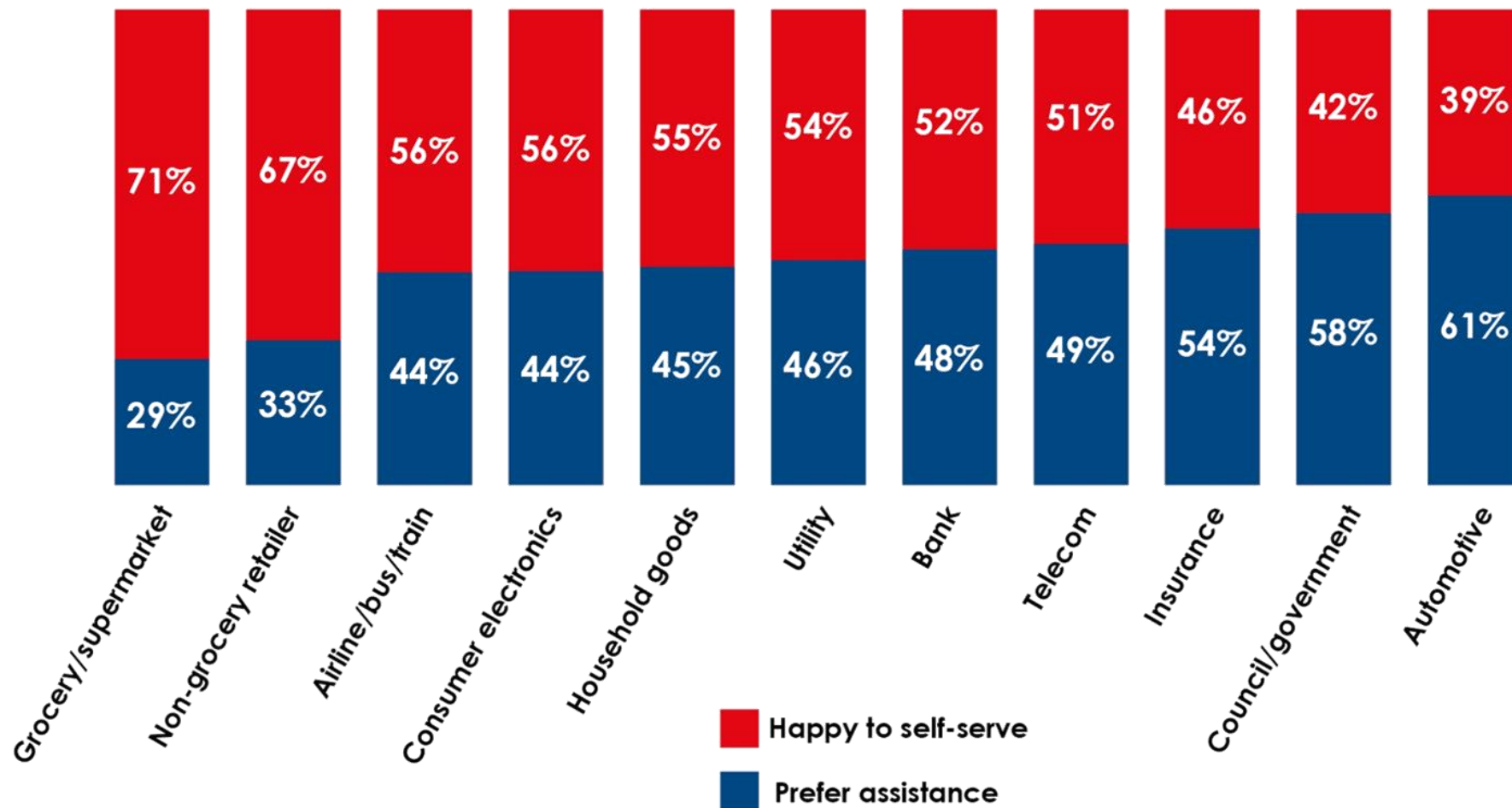
Which of the following channels did you use to contact? You can select more than one channel if you have had multiple interactions.  
 Base: n=500 customers, n=81 automotive interactions, n=54 consumer electronics interactions, n=108 insurance interactions



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# ...and self-serve customer preference

Fig.7 Customer preference for self-serve versus assisted, by sector

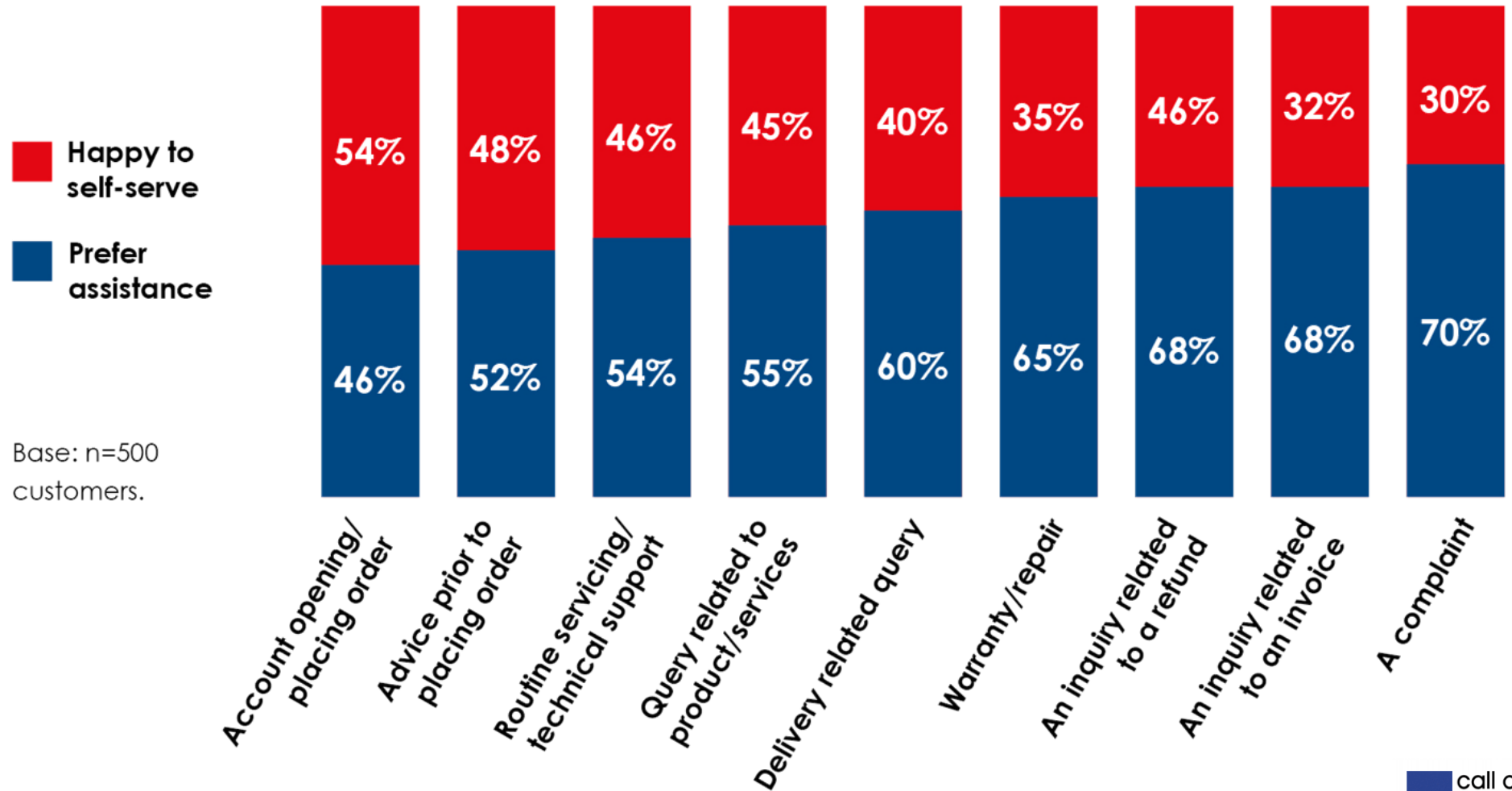


Generally speaking, when interacting with the following types of organisations would you prefer to be assisted, or would you be happy to serve yourself for example via information offered on the provider's website? Base: n=500 customers

Base: n=500 customers.

# Self-serve preference also varies by journey/mission

Fig.8 Customer preference for self-serve versus assisted, by journey type



Base: n=500  
customers.

Generally speaking, for each of the following types of queries would you prefer to be assisted or would you be happy to serve yourself for example via information offered on the provider's website? Base: n=500 customers

# Matching the channel to the journey

Video-based content for tech support

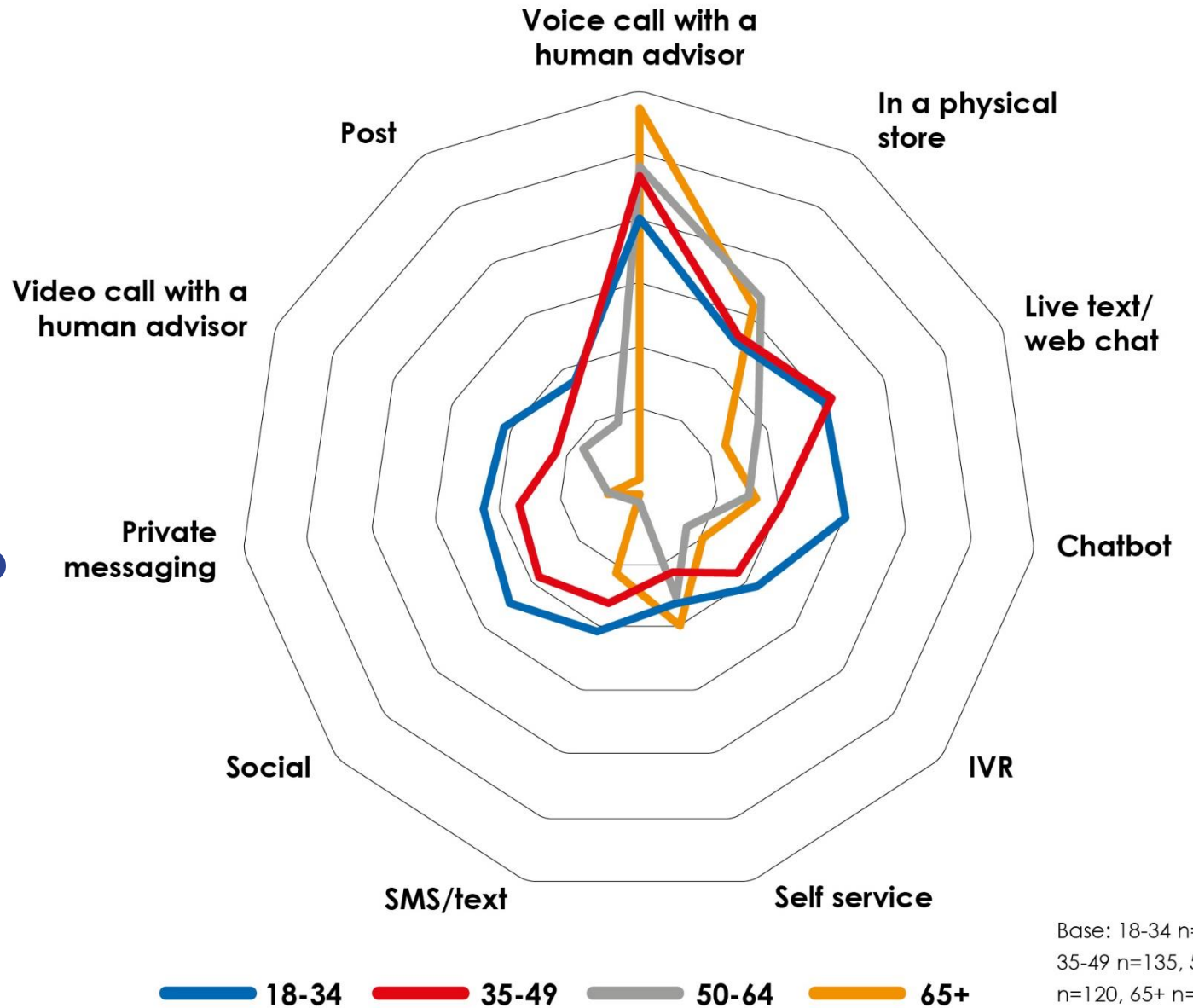
“With technical things people like to see what they've got to do.”

WhatsApp emerging as a customer-friendly alternative to phone for assisted queries

“It lends itself to more complex queries, for example helping with healthcare queries where the customer has their own record plus they can do it in their own time and at their own convenience. And so can we.”

# Will customer segmentation become commonplace in the contact centre?

Which of the following channels did you use to contact? You can select more than one channel if you have had multiple interactions.



Base: 18-34 n=153, 35-49 n=135, 50-64 n=120, 65+ n=89

# Will customer segmentation become commonplace in the contact centre?

“If someone lives in London and if they are between the ages of 18 and 34 city centre you know their life is fast paced, and what they want is quick action. They wouldn't want to call us but would prefer quick app access.”

“Management information and analytics can give you indicators into call behaviour and you can adapt your resourcing model accordingly. We know and actively plan, for example, that customers with certain occupations ring more often and spend longer on the telephone.”

# Five Discoveries for Contact Centre Leaders

## 1. Deliver on your omni-channel strategy

Contact centres overall still have a way to go to meet customers' omni-channel expectations

## 2. Customer take-up of digital and self-serve will continue to accelerate

Ramp up digital self-serve for simpler transactions and reserve the telephone only for more complex, urgent and emotional interactions and product categories

## 3. Support vulnerable customers anonymously

For vulnerable customers, channels that offer a degree of anonymity (while still being assisted) can be preferable.

## 4. WhatsApp will become even more of a priority

WhatsApp and other private-messaging platforms are growing quickly in popularity with customers and providers. They offer the feeling of a personal service and deliver responsiveness.

## 5. Channel offerings will be increasingly linked to journey and customer segmentation

Customer segmentation, well established in the marketing function, is starting to appear in contact centres as a means of matching channel to customer preference and interaction type.

# Thank you!

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