

Contact Centre Fact Sheet

Customer service is vital to your business and can underpin your company's reputation. This fact sheet summarises our research findings of 1,000 UK residents from the age of 18 to 65+. Our insight shows that many businesses will benefit from tailoring their offering to meet the expectations of their customer base, increase customer loyalty and avoid losing customers to your competitors.

Frequency of Contact



50% called a contact centre in the last week and **80%** called a contact centre in the last month.

Organisations providing daily services to our homes are the most frequently called!



42%
Telecoms



24%
Utility



24%
Financial Organisation

This is unsurprising when we consider how the UK public consumes telecommunications for our connected internet and our loved TV shows. We have also come to rely upon our banks and utility suppliers to provide the necessary financial support and required energy for our home.

Customer Service

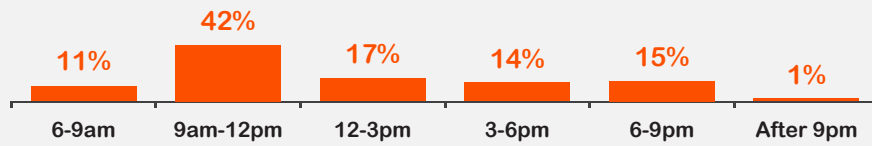
Ensuring the customer receives a quick resolution is the ultimate goal but a positive and willing attitude from the call agent is also vital.



38% of all people asked believe a quick resolve equates to good customer service with **42%** of respondents being men and **38%** being women.

Once a business understands its customer base, it can take the next step to recognise how to best support their needs.

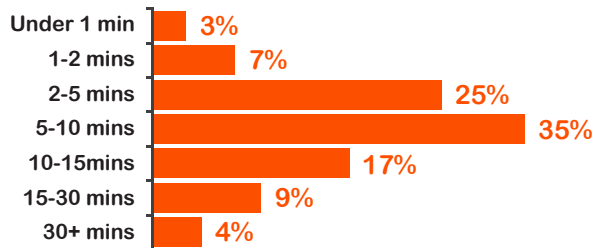
Peak Call Times and Call Waiting



9am to 12pm noon: peak time for contact centre calls



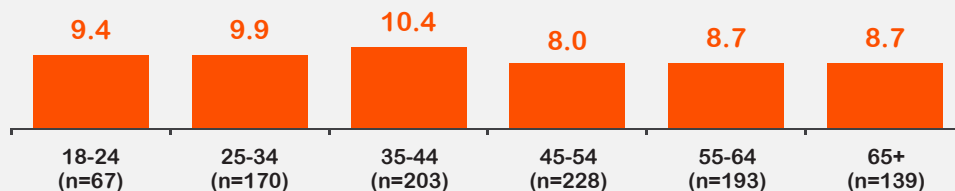
80% consider anything less than 5 minutes to be a reasonable hold time.



69% of callers reported they would hang up after being on hold for more than 10 mins.



Men are more likely to hang up after **8.3 minutes** on hold. Women waited a little longer, averaging **9.9 minutes**.



Callers aged **55+** will only wait **8.7 minutes** with **18-54** year olds averaging a wait time of **9.4 minutes**



Avoiding Customer Churn



Ensuring you have enough staff to handle calls at peak times is important to avoid frustrating waiting callers.

Our research uncovered four standout annoying aspects of call centres:

1. Listening to a recorded message again, and again, and again, and again
2. Lack of knowledge from the answering contact centre agent/s.
3. Long greeting messages.
4. Contact centre agents reading from a script or giving fixed responses.



Keep call waiting times to a minimum or utilise the waiting time by providing useful information. Avoid annoying repeated messages or 'voice-command' functions.



Contact Preferences

Organisations that review their customers contact preferences are best equipped to respond their audiences and motivation for contact, in-turn these companies will be enabled to offer the best possible customer service. Allow customers to self-help, promote the right communication channels for all enquiry types to ease the pressure on contact centres.



Almost 50% of consumers claim to have stopped buying, as a result of a bad contact centre experience!



49% called a contact centre when booking an appointment and **28%** went online.



50% opted to go online when placing an order with only **15%** placing a call.



45% made a phone call as their preferred option, for a complaint and **25%** choose to email.



86% of responders preferred push button to voice options.

Organisations must recognise the importance of each individual call to keep that customer loyal.

Contact us

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