

Customer Service Expectations for 2022 and beyond



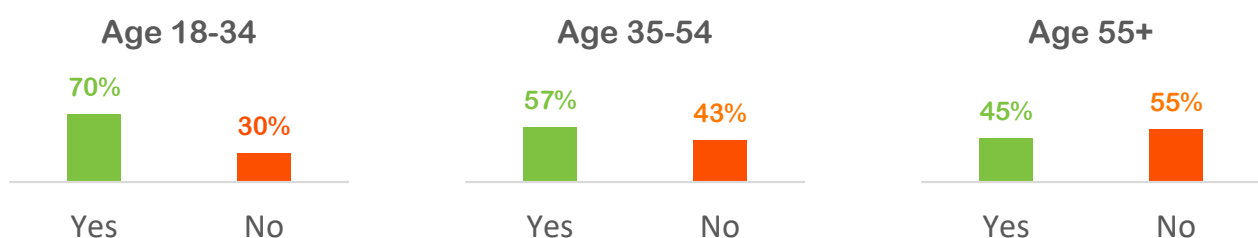
The expectations customers have for contact centres have been steadily increasing.¹ The cost-of-living crisis is driving up contact volume as customers seek more support and reassurance. The role of contact centres is even more crucial and irreplaceable in a time when so many people need help.²

Customers seek better customer service

90% of global customers continue to place a high value on the quality of customer service when choosing or staying loyal to a brand. Should they fall short of such expectations, 58% of customers show little hesitation in severing the relationship.³



Optimism continues to be strong, with 55% of customers expecting better customer service year over year. This is especially true amongst those aged 18–34, with 70% indicating rising expectations.³



Customers seek deals and more information

Businesses of all kinds are seeing an increase in churn as customers are motivated to seek out deals.²

“... average customer turnover rate is now 33% in the UK, meaning businesses are losing nearly one out of every three customers they gain...”
Sugar CRM⁴



The global average
customer churn rate is

32%



6 in 10

respondents say their
churn has increase in
the last 12 months

Customers are more informed and more likely to ask questions. Buyers have unlimited information and unlimited choices.²



Buyers are researching before making their purchase decision, even for the most minor items:⁵

Mobile searches have seen:

- 140% increase in searches for “best” umbrellas
- 110% increase in searches for “best” travel accessories
- 100% increase in searches for “best” toothbrush



Businesses must be prepared to answer questions and have information ready for buyers.



Customers seek care and support

- There has been a shift towards conversations that require even more care and support. Assisted channels are more important than ever, as customers seek urgency and certainty.²
- The complexity of interactions is increasing. As the cost of living rises, so does the number of people in vulnerable circumstances, which drives up the volume of complex and emotional calls coming into the contact centre.²

“Maintaining a personal connection with customers will be central to customer satisfaction... It will require empathy, emotional intelligence and the ability to respond to a customer’s unique situation and needs.”

Institute of Customer Service, July 2022 ⁶

The Institute of Customer service recommends organisations to:

- ✓ Demonstrate empathy and emotional intelligence in interaction with customers and colleagues
- ✓ Assess the financial, physical and mental well-being of employees
- ✓ Provide advice and support to help employees manage the impact of inflation in their personal lives
- ✓ Understand the extent of vulnerability and your customers’ exposure to the cost of the living crisis

“Frontline teams must cope with the stresses of handling difficult conversations at the same time as many of them themselves face the same challenges that customers are experiencing.”

- Perhaps not surprisingly, given the current difficulty with recruitment and retention, working with outsourcers is very much in demand not only for cost reasons but to reduce management overhead.²



Customers seek self serve for simple queries

- Acceptance of self-serve for more straightforward queries such as delivery updates continues to grow, but for more complex transactions, consumers are less willing to self serve than they were 12 months ago.
- The proportion of consumers happy to self serve a complaint has dropped to 28% in 2022, down from 34% in 2021.
- Self serve doesn't replace human support, as many consumers still prefer speaking to a live agent when they have an issue. Instead, the two should seamlessly work together to provide an exceptional service experience that keeps customers coming back.²

Customers seek omnichannel options

- Companies need to offer multiple contact channels to meet customer expectations and gain competitive advantage.⁷
- 66% of consumers actively use three or more channels for customer service processes.⁷
- For customer service departments and contact centres, this has meant a massive shift towards adopting new channels. Currently, 96% of contact centres support voice, 93.6% email and 62% web chat. SMS integrations are also popular.⁸

**“Your customers aren't on one channel.
They're on all of them”⁹**

73%

of shoppers use multiple
channels before making a
purchase

190%+

increase in revenue when
brands sell on more than
one channel



The benefits of outsourcing

● Cutting costs

By outsourcing to a specialist contact centre, companies can access the best staff, infrastructure and technology without making the required investments.

The cost of hiring an outsourced contact centre's services is usually far less compared to setting up an in-house team; long-term savings can either increase a company's cash flow or be reinvested back into their business.

● Improving the operation

Outsourcing customer service now often constitutes a service upgrade, which brings with it a sustainable competitive advantage.

On average, outsourced personnel possess better customer service skills than their in-house counterparts – they have more experience with a broader variety of clients and are subject to higher quality training on a more frequent basis.

● Omnichannel will rise

Customers are beginning to expect contact channels to be integrated, which will enable them to move seamlessly from one channel to another without interruption, known as Omnichannel capability. Adding an Omnichannel capability will become a necessity, which outsourced contact centres can provide.

● Extra resource

The most prominent benefits are improved business focus and the freedom to redirect the company resources.

With customer service responsibilities outsourced, companies no longer have to worry about constantly managing an in-house operation, ensuring cover from limited staff or planning for sickness and other similar inconveniences. Instead, management and staff will be able to concentrate once again on the ventures which made their business prosperous in the first place; the removal of constant supervision and fixed labour costs will allow them to redirect time and money back towards those pursuits..¹⁰

Customers who have outsourced

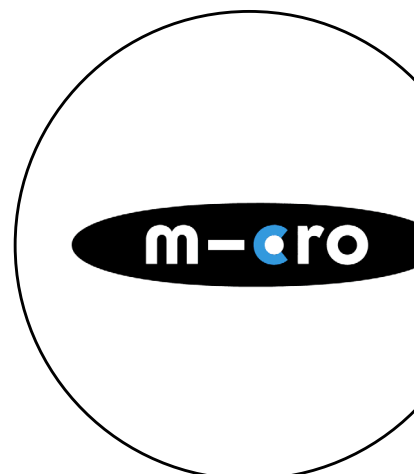
“Whistl has been our trusted partner for over 14 years providing our online and retail business with the flexible, reliable support we need to allow us to concentrate on growing the business. We know our customers are safe in their hands!”

Dick Jude, General Manager
The Noble Collection



“The support we get from Whistl is truly amazing. They completely share our ethos of putting our customers first. They’ve also helped us hugely understand our customers through advanced reporting and systems. They’re an invaluable part of our team and most importantly, we know our customers are in good hands.”

J. Easter, Head of Customer Service
Micro Scooters



“As a new business, we couldn't thank Whistl enough for the support and care they've given us at TOCA Social. They give us great advice and have helped us build a smooth Guest contact experience. Most importantly, the Whistl team feels like an extension of our own team, and our Guests have no idea they are dealing with a third-party provider, which says everything about how great a job they do!”

Scott Moren-Brown, Director Of Operations
TOCA Social



Contact centres you can count on

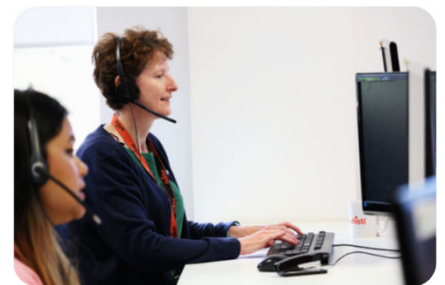
Whistl are one of the UK's most respected providers of outsourced contact centre services. We specialise in bespoke inbound customer service management and work with some of the UK's most recognisable brands.

With UK Contact Centres of excellence, we have a 500 dedicated customer support team, available 7 days a week, who respond to over 1.8 million customer contacts per year.

With an average staff tenure of over 9 years, we have award winning contact centres you can count on.

About Whistl

Whistl is the UK's leading delivery management, fulfilment and customer service outsourcing company focused on providing solutions to support you and your business.



Contact us

Whistl can support your business' customer service needs and all their multi-channel contacts.

Enquire now for your bespoke quote

01628 918 368 | www.whistl.co.uk/enquiries

Sources

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