

# The Five Stories

Behind

## The CallMiner Churn Index 2020



1

### Unplanned churn is costing billions

**£4.95**

– Billion –

the cost of unplanned churn

Suppliers bad practices **force people to switch** who don't plan to

2

### Change in Reasons for Churn

Fair treatment became increasingly important in

### The Battle for Loyalty

**-4%**  
Price declines as churn motive



**+10%**  
Not feeling fairly treated

**+12%**  
Not given the same discounts as new customers

**+15%**  
Not being rewarded for contract renewal

2018

2020

3

### Knowledgeable, intelligent & empathetic 'Super-agents' Key to Customer Loyalty

**88%**

will switch after a bad experience with a call centre

more customers have a positive change in emotion than a negative change when they call a call centre

**78.4%**

will stay loyal after a good experience with a call centre

**#1 Reason** For positive change in emotion - the problem was resolved by an agent who was very knowledgeable

**#2 Reason** The agent showed he/she understood my problem

**#3 Reason** The agent listened to me

4

### Ineffective automated service channels frustrate and annoy consumers - creating more reasons to leave

**46%**

of consumers would be more loyal with an effective self-service facility for simple tasks



Things people prefer to do for themselves

**1**  
Make Payments

**2**  
Find Information

**3**  
Cancel Service

**63.82 MILLION**

unnecessary calls last year

to carry out top three actions people happy to do themselves

5

### It's time for a change in strategy.

Despite increasing encouragement to switch since 2018, consumers **would rather stay loyal!**

**Only 4% Increase in Churn** despite surge in switching sites

**6.25 MILLION**

More people switch than those who plan to switch