



What Contact Centres Are Doing Right Now

(2018 Edition)

How Do You Compare?

A Call Centre Helper Research Paper

Sponsored by



Contents

<u>Section</u>	<u>Page</u>
<u>What We Did</u>	3
<u>Executive Summary</u>	4 - 6
<u>General</u>	7 - 24
<u>Omnichannel (Sponsored by NICE InContact)</u>	25 - 31
<u>Workforce Management (Sponsored by Business Systems)</u>	32 - 38
<u>Cloud (Sponsored by Genesys)</u>	39 - 44
<u>Speech Analytics (Sponsored by Genesys)</u>	45 - 51
<u>Self-Service (Sponsored by IFS World)</u>	52 - 58
<u>Outbound Dialling (Sponsored by Diabolocom)</u>	59 - 64
<u>Headsets (Sponsored by Jabra)</u>	65 - 70

What We Did

Throughout September and October 2018, Call Centre Helper readers were invited to take part in our annual contact centre survey.

We asked 45 questions to over 350 contact centre professionals, to gather our greatest ever overview of the contact centre industry. This was done in partnership with: Business Systems, Diabolocom, Genesys, IFS World, Jabra and NICE inContact.

The aim of the survey was to capture a snapshot view of what contact centres are doing right now.

We also took the opportunity to compare the data with that collected in our four previous annual surveys.

Each year, the survey provides the latest and most valuable insights into the fundamental framework of the contact centre. In doing so, it covers everything from the most widely used initiatives and metrics to the technologies that have made it onto every manager's wish list.

We are delighted to share the results with you.

Executive Summary

Outbound Contacts Are Decreasing

The number of outbound calls as a percentage of overall contact centre contacts has decreased in 2018, fitting the trend of the past four years.

In fact, in just one year, this percentage has fallen from 14.3% to 12.8%. This big drop is perhaps due to the new GDPR regulations that were introduced in May this year. As the percentage of contacts dropped on outbound calls, so did email contacts. However, the percentage of live chat contacts did rise, highlighting that an increasing number of those customers who prefer written forms of communication are switching to live chat.

Average Handling Times Are Increasing

Despite the results above, Average Handling Time (AHT) remains an important measure to many workforce management (WFM) teams, in terms of forecasting and scheduling. So it's interesting to see that over the past year, handling times appear to be increasing in many contact centres.

In fact, in only 17.9% of contact centres are handling times said to be decreasing, perhaps highlighting that more contact centres are improving the effectiveness of their self-service solutions. By doing this, contact centres can reduce the number of purely transactional contacts that they handle and instead focus their efforts on more challenging contact types.

The Net Promoter Score Is Becoming Less Favoured in Contact Centres

The Net Promoter Score (NPS) is viewed as a "very important" metric by fewer and fewer contact centres, with only 32.8% of our industry professionals thinking of the metric in this way.

However, 93.1% of contact centres believe that Customer Satisfaction (CSat) is very important, highlighting that "old reliable" is still the most popular customer-facing metric.

In addition to the decline in the popularity of NPS, AHT is also growing less important in the eyes of our contact centre professionals.

Lack of Integration Between Channels Remains a Key Contact Centre Challenge

Less than one in ten contact centres (9.6%) integrate all of their channels, while almost four times that number don't integrate any, using multiple solutions, one for each supported channel.

Unfortunately, poor integration between systems can make an advisor's job more challenging and decrease productivity. So it's surprising to find that the vast majority of contact centres either have no integration between channels (36.0%) or just some (45.2%).

The Number of Contact Centres Organising Social Events Is Ever Decreasing

For the third year in a row, the number of contact centres organising social events for their advisors has declined, with only 66.6% now doing so.

In 2015, 77.3% of contact centres were arranging social events, meaning that there has been a 10.7 percentage point drop in the past three years.

It's difficult to understand why this is happening, as social events provide a great way for employees to get to know one another outside the work environment, which will likely improve team cohesion.

Virtual Assistant Take-Up Is on the Rise

In the past year, the number of contact centres that have installed virtual assistants, otherwise known as chatbots, has increased from 9.9% to 11.5%.

Another indicator of the growing popularity of chatbots is that a further 24.9% of contact centres also had the technology on their wish list.

These figures highlight the growing demand of contact centres to automate transactional contacts and focus their advisors' efforts on more challenging contact types.

Speech Analytics Take-Up Is Expected to Soar

Almost three-quarters of our industry professionals (74.3%) believe that the take-up of speech analytics in contact centres will increase over the next five to ten years.

In addition, nearly half of this 74.3% believed that a growth in this contact centre technology will definitely occur within the industry.

Over 20% of Contact Centres Have Not Made Changes to Their Self-Service Since Installation

Surprisingly, more than a fifth of contact centres (20.7%) haven't made any changes to their self-service system since it was first installed.

It is important to ensure that you have a way of assessing how your self-service system is impacting inbound contacts in order to measure its effectiveness.

Most Contact Centres Operate Without a Dialler

Although diallers are often integrated with the customer-relationship management (CRM) system, just 64.4% of contact centres have either a preview, progressive or predictive dialler as part of their technology toolkit.

Instead, advisors are expected to dial manually, which may not seem like much of an issue, but it can cost valuable time, as advisors track the right phone numbers and dial. Diallers can work well if you make outbound calls en masse, making the dialling processes more efficient.

Softphones Are Now More Popular Than Desk Phones

As more and more contact centres move away from traditional PBX hardware, softphones are seemingly becoming more popular, with 64.4% of contact centres now using the technology.

Softphones, which allow advisors to make/take phone calls from their desktops without the contact centre having to invest in specialised software, are now used exclusively by 42.9% of contact centres. The other 21.5% use a combination of softphones and conventional desk phones.

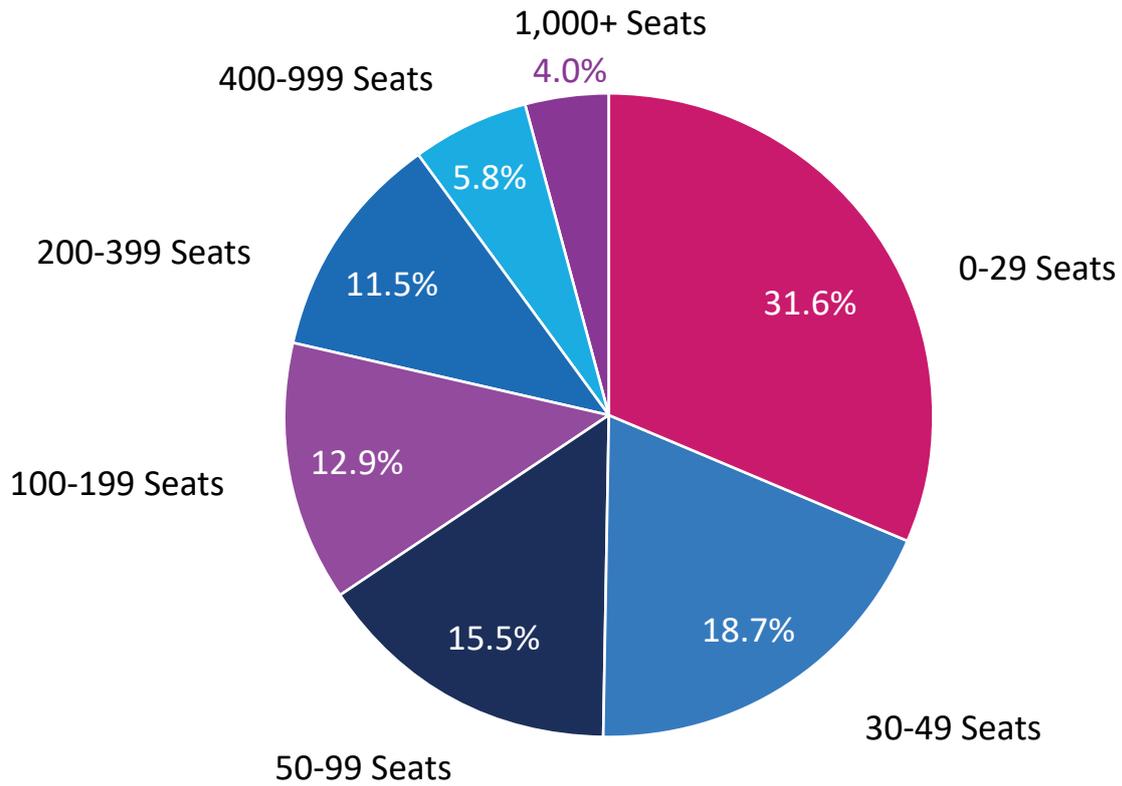
How Does Your Contact Centre Compare?

What Is the Size of Your Contact Centre?

Participants in this year's survey came from a variety of contact centres, of all different shapes and sizes, ranging from 0–30 seats to 1000+.

To add context to the results below, here are the percentages for the different sizes of contact centre among the industry professionals we surveyed.

What Is the Size of Your Contact Centre?

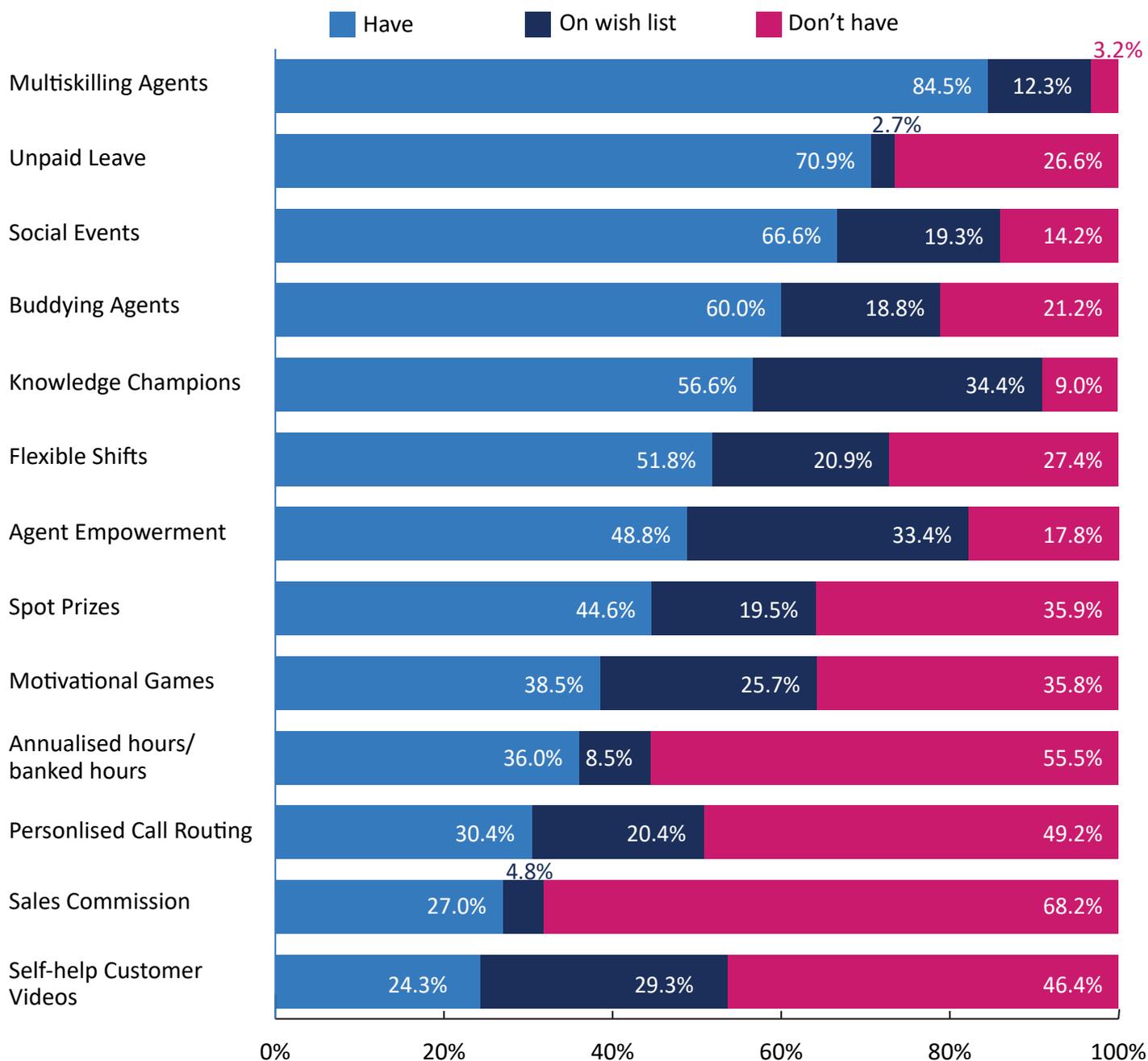


What Initiatives Do You Currently Have in the Contact Centre?

Multiskilling Advisors Is Back on the Rise

This year, the number of contact centres multiskilling their advisors rose to 84.5% from 80.4% in 2017. This suggests that most contact centres still believe that multiskilling is key to engagement, while multiskilled advisors can be moved across channels to help meet demand.

What Initiatives Do You Currently Have in the Contact Centre?



What Initiatives Do You Currently Have in the Contact Centre?

	2018	2017	2016	2015
Multiskilling Agents	84.5 %	80.4 %	88.2 %	90.5%
Unpaid Leave	70.7 %	70.8 %	65.2 %	66.4 %
Social Events	66.6 %	74.0 %	77.1 %	77.3%
Buddying Agents	60.0 %	70.9 %	71.0 %	71.5 %
Knowledge Champions	56.6 %	66.8 %	63.3 %	66.2%
Flexible Shifts	51.8 %	62.5 %	61.0 %	59.7%
Agent Empowerment	48.8 %	61.0 %	61.0 %	61.6%
Spot Prizes	44.6 %	45.4 %	51.5 %	52.8%
Motivational Games	38.5 %	44.7 %	50.2%	47.1%
Annualised / banked hours	36.0 %	37.7 %	36.0 %	30.9 %
Personalised Call Routing	30.4 %	36.4 %	33.2 %	38.2%
Sales Commission	27.0 %	30.7 %	26.7 %	36.0%
Self-help Customer Videos	24.3 %	23.6 %	23.0 %	23.8 %

Advisor Empowerment Is Falling

While there has been a lot of hype around empowering advisors to make decisions in the best interest of the customer, based on their own knowledge and experiences, it appears that fewer contact centres are creating initiatives to increase advisor empowerment.

In fact, the number of contact centres doing so has decreased from 61.0% in 2017 to 48.8% this year.

The drop in advisor empowerment may be because of GDPR regulations that came into force in 2018, as contact centres serving EU customers may be focusing on adherence to ensure compliance, as they get used to these new regulations.

Self-Help Videos Are Growing in Popularity

Since 2016, the number of organisations that are creating self-help videos has been on the rise, with 24.3% of contact centres now doing so.

Also, an additional 29.3% of our industry professionals said that it was on their wish list to create such videos in the hope of reducing contact volumes.

One idea would be to allow creative advisors to put these videos together themselves, so they can exercise their hobbies at work while generating content of potential value to the contact centre.

How Is Your Contact Centre Perceived by the Rest of the Business?

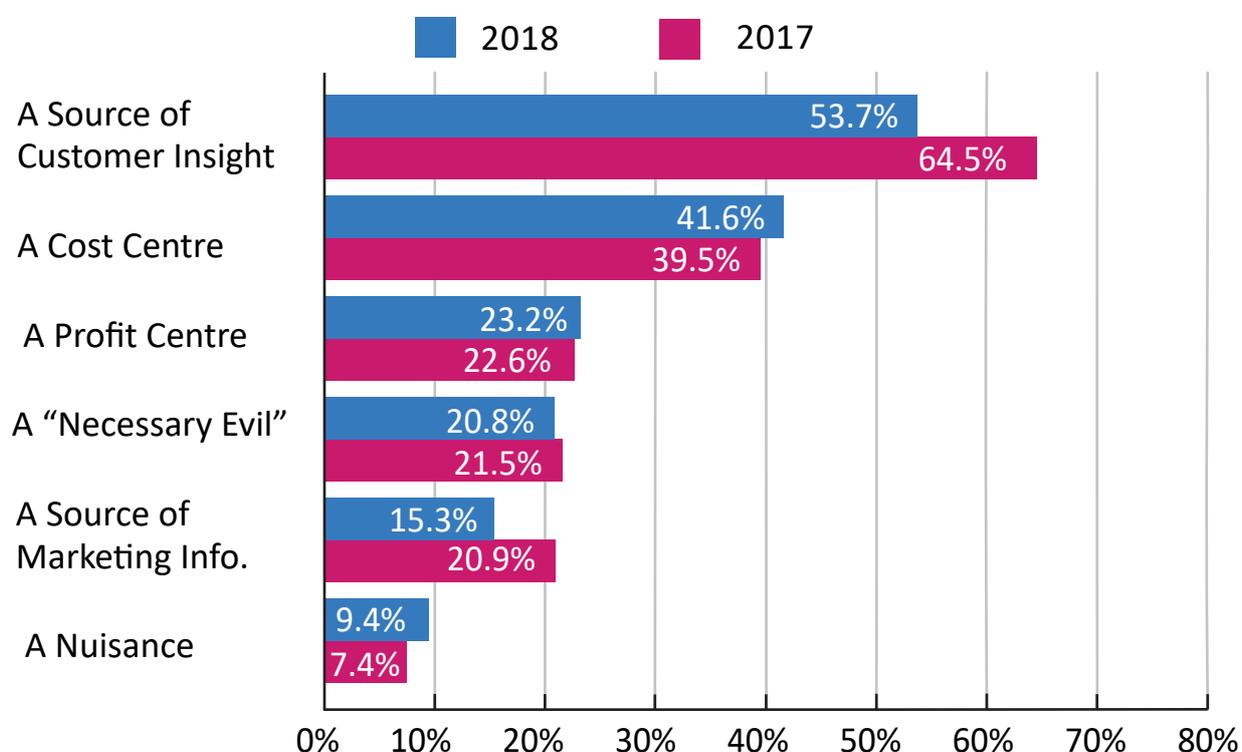
Perceptions of the Contact Centre Aren't Improving

In keeping with last year's results, a large percentage of industry professionals believe that their organisation thinks of the contact centre as a "cost centre".

In fact, the percentage has increased from 2017's findings, moving from 39.5% to 41.6%.

Also, those who believe that their business deems the contact centre to be a nuisance also increased from 7.4% to 9.4% in the past 12 months.

How Is Your Contact Centre Perceived by the Rest of the Business?



However, Most Organisations Recognise That Contact Centres Are a Great Source of Insight

In spite of these worrying results, it was good to see that the most common perception of the contact centre was that it was a source of customer insight.

Just over half of organisations are said to feel this way, which is great on the surface but shows a drop of more than 10 percentage points since last year.

These results show that the contact centre industry can do more to highlight its value by driving customer feedback into the business to help spark real change.

What Technology Do You Have in Your Contact Centre?

The Renaissance of the Interactive Voice Response (IVR)

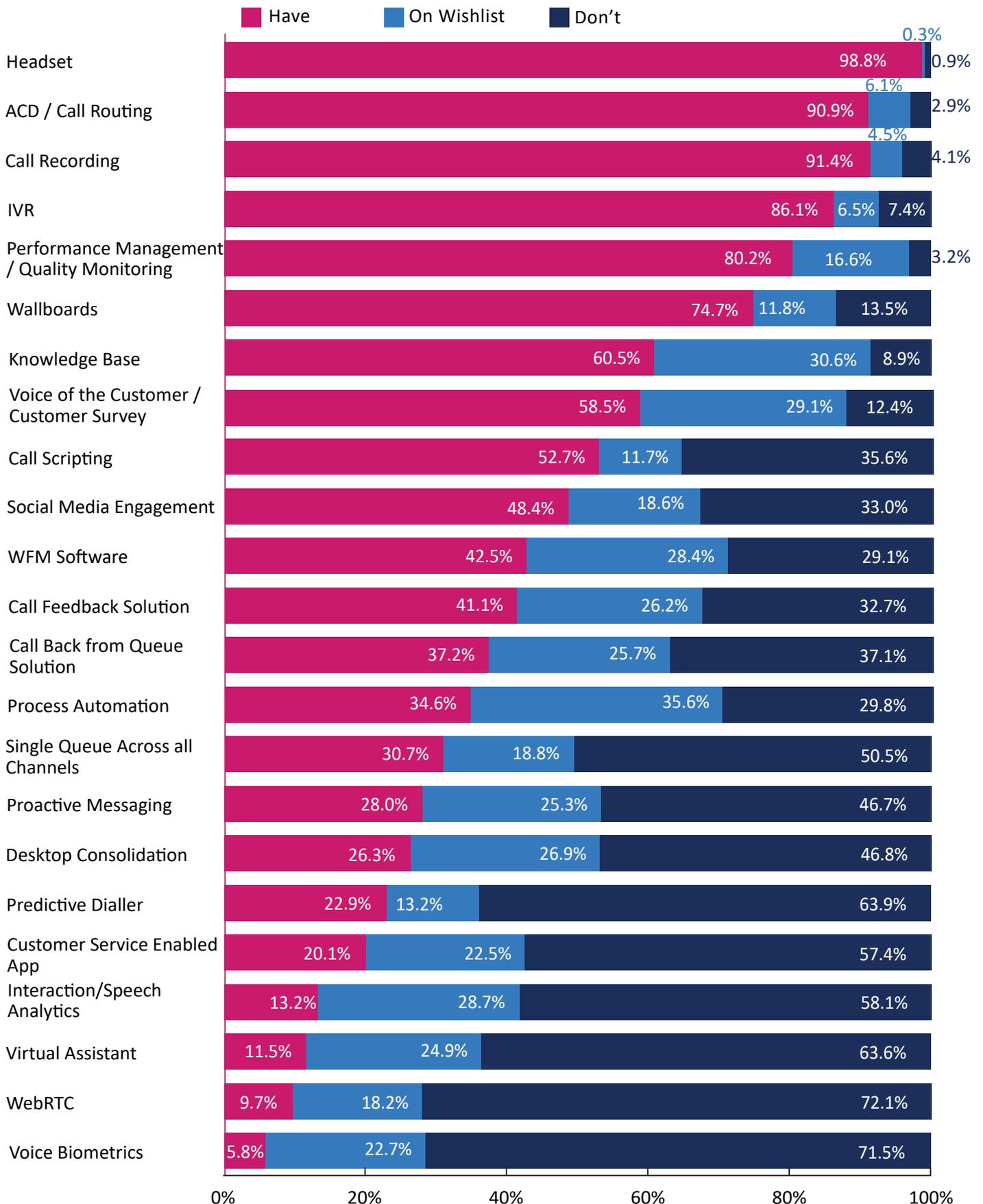
Despite the emergence of many of the new contact centre technologies listed below, the IVR is still a key contact centre technology that often gives the first “taster” of the service you offer.

It appears that contact centres haven’t forgotten this and are still investing in the technology, with 86.1% of contact centres now having an IVR, which has increased from 81.6% in 2017.

What Technology Do You Have in Your Contact Centre?

	2018	2017	2016
Headset	98.8 %	97.9%	98.5%
Call Recording	91.4%	87.5 %	85.8 %
ACD / Call Routing	90.9%	90.1%	90.0%
IVR	86.1%	81.6 %	79.5%
Performance Management / Quality Monitoring	80.2%	83.9%	82.3%
Wallboards	74.7%	72.9 %	68.6%
Knowledge Base	60.5 %	75.6 %	71.6%
Voice of the Customer / Customer Survey	58.5%	66.6 %	59.8 %
Call Scripting	52.7%	52.9 %	48.3%
Social Media Engagement	48.4%	51.5 %	N/A
Process Automation	34.6 %	39.1 %	36.3%
Call Feedback Solution	41.1%	51.1 %	N/A
Call Back from Queue Solution	37.2 %	36.9 %	31.4 %
WFM Software	42.5%	52.3%	46.9%
Single Queue Across all Channels	30.7 %	32.0 %	24.1 %
Proactive Messaging	28.0 %	35.5 %	N/A
Desktop Consolidation	26.3 %	33.2 %	22.3%
Predictive Dialler	22.9 %	22.3 %	22.0%
Customer Service Enabled App	20.1%	27.9 %	N/A
Interaction / Speech Analytics	13.2%	13.4%	9.2%
Virtual Assistant	30.7 %	9.9 %	N/A
WebRTC	36.4 %	13.2 %	N/A
Voice Biometrics	23.6 %	5.0 %	5.0%

What Technology Do You Have in Your Contact Centre?



Fewer Companies Are Surveying Customers

Over the past 12 months, the number of contact centres using Voice of the Customer (VoC) technology to survey their customers has fallen from 66.6% to 58.5%.

In addition, the number of contact centres that utilise customer feedback solutions has also declined by almost 10 percentage points over the same period.

While this is surprising, it could indicate that contact centres are prioritising other methods of attaining customer feedback, including focus groups, customer panels and advisor feedback.

Demand for Speech Analytics Is Increasing

Although the percentage of customers that have deployed a speech analytics solution remains very similar to last year, the number of contact centres with the technology on their wish list has increased.

In fact, 28.8% of contract centres now wish to install the technology, which is double the percentage of those who already have done.

What Barriers Stop You From Running Your Dream Contact Centre?

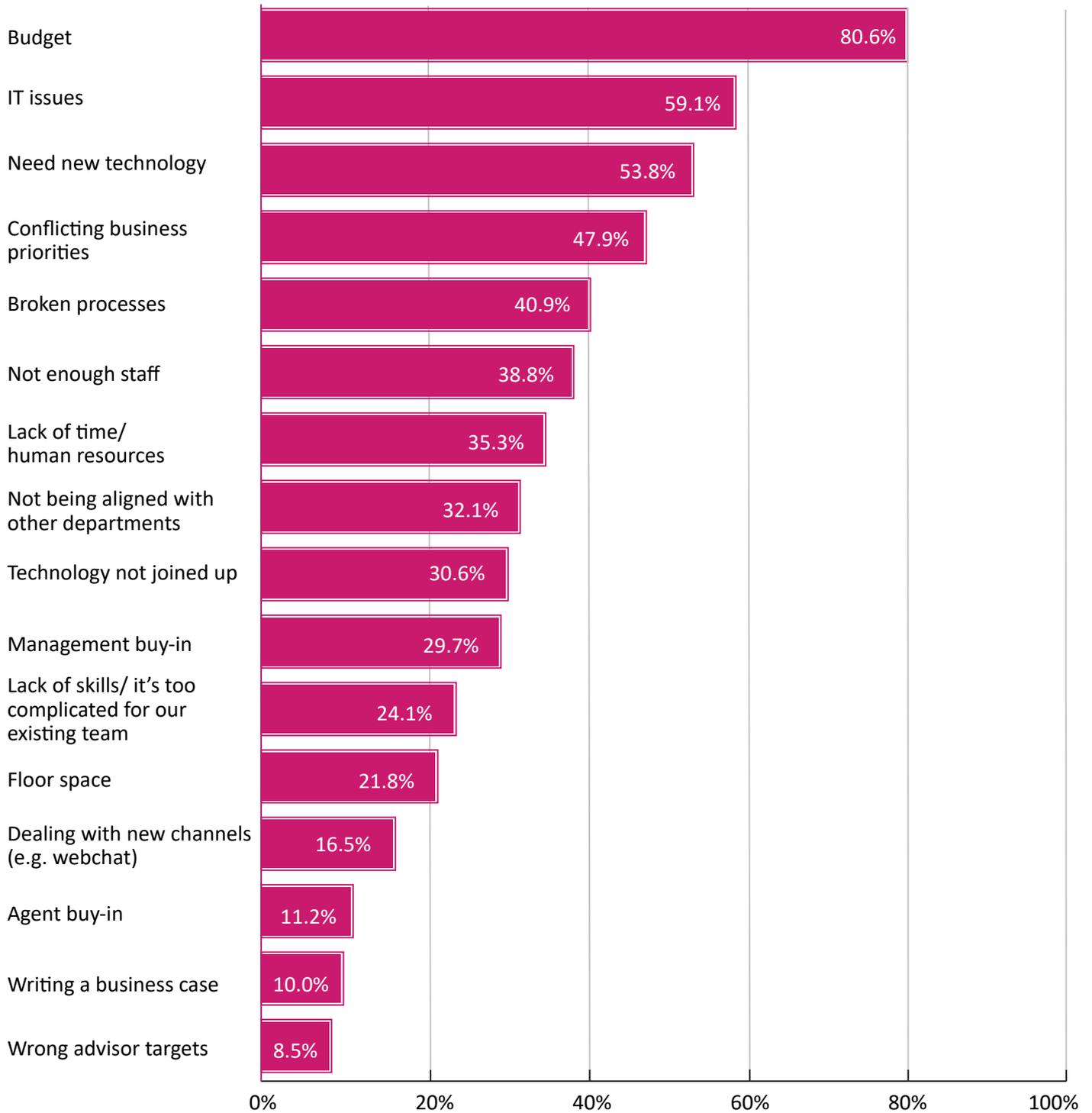
Budget Remains the Greatest Barrier to World-Class Customer Service

More than four in every five contact centres (80.6%) reported that budget is preventing them from running their ideal contact centre.

This is not a surprise as this has been the biggest hurdle reported in each of our last four annual surveys. Yet it is disappointing to see that the percentage of contact centres that struggle with the issue is increasing, as the figure has increased by 3.8 percentage points since 2017.

Achieving a larger budget may come down to demonstrating to the wider business how the contact centre is an investment and not a cost – easier said than done.

What Barriers Stop You From Running Your Dream Contact Centre?



Staff Shortages Are One of Many Increasing Issues

For a third consecutive year, the percentage of contact centres reporting that low staff numbers are acting as a hurdle to providing great customer service has increased.

Since 2015, the number of contact centres who suffer from a lack of staff has increased from 24.5% to 35.3%, making it more difficult for contact centres to meet their target service levels.

But that's not all, other barriers have, year-on-year, become a bigger problem for contact centres. These include broken processes, the need for new technology and conflicting business priorities.

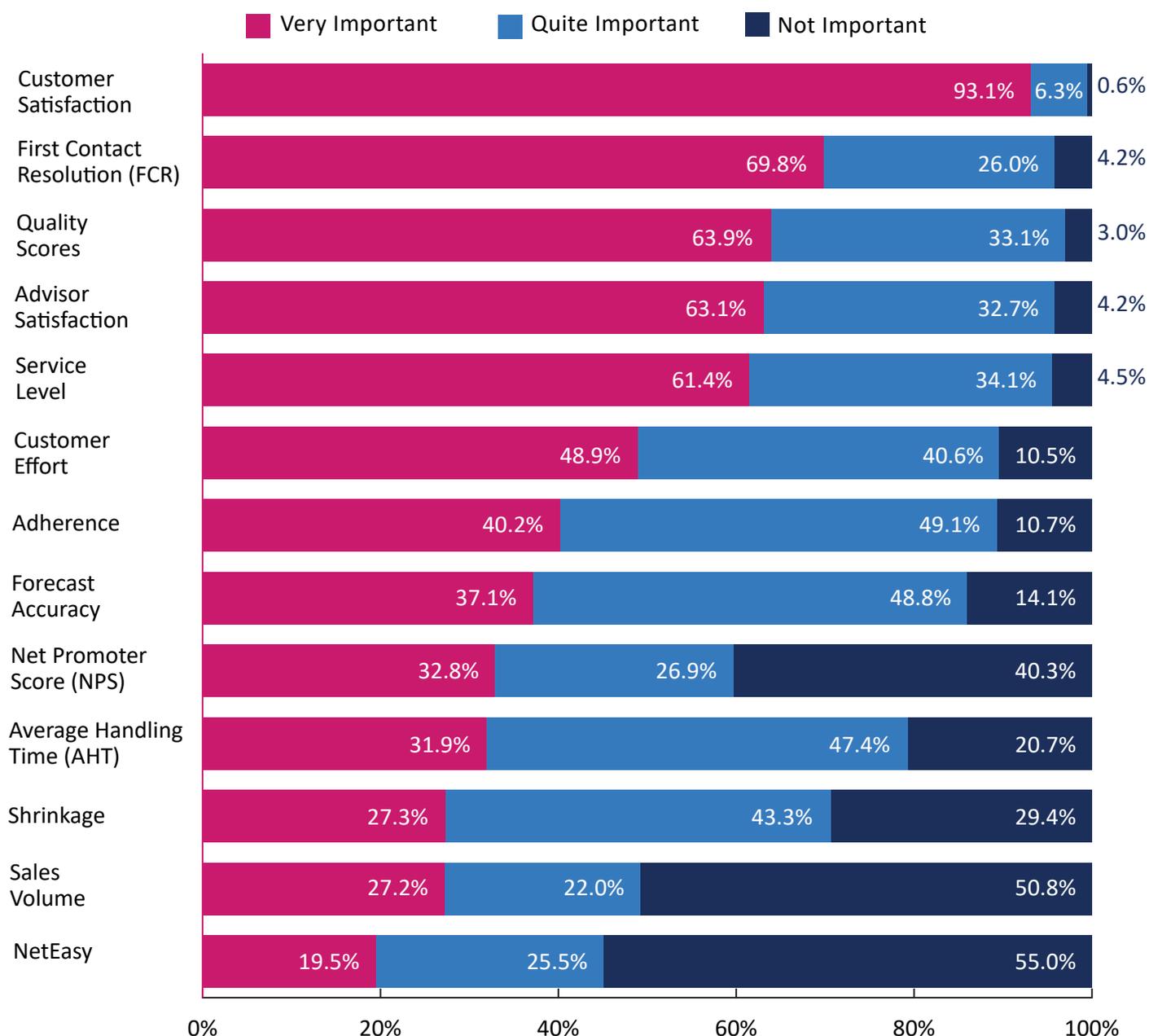
What Are the Most Important Contact Centre Metrics?

Customer Satisfaction (CSat) Remains the King of Contact Centre Metrics

Unsurprisingly, CSat was once again chosen as the most important metric, with 93.2% of contact centres telling us that the measure was very important to their operations.

First Contact Resolution (FCR) was said to be the second most important metric, as contact centres look to drill down on repeat contacts, to help reduce contact volumes and provide better customer service to reduce customer effort.

What Are the Most Important Contact Centre Metrics?



The Net Promoter Fad Is Fading

A few years ago it was said that Net Promoter Score (NPS) was the ultimate measure of customer loyalty. However, less than a third of contact centres (32.8%) now consider it to be a very important metric.

In 2017, 36.1% of contact centres reported that it was very important to their operations, meaning that the number has dropped by over 3 percentage points in just one year.

In addition, the numbers of those who viewed the metric as not important also increased in the last year, rising from 28.5% to 40.3%.

Average Handling Time (AHT) Is No Longer a Key Metric

AHT is now considered by only 27.3% of contact centre professionals to be an important metric, falling by almost 6 percentage points in the last year.

These figures could perhaps suggest that fewer contact centres are targeting advisors on the measure, which is great, as doing so may lead to advisors rushing through calls, preventing them from offering their best possible service.

However, those who have listed AHT as an important measure may be referring to the metric's importance to contact centre workforce management (WFM) processes, such as when using an Erlang Calculator to work out how many advisors are needed in the contact centre.

How Much Time Is Wasted on Repetitive Administrative Tasks Within Your Contact Centre?

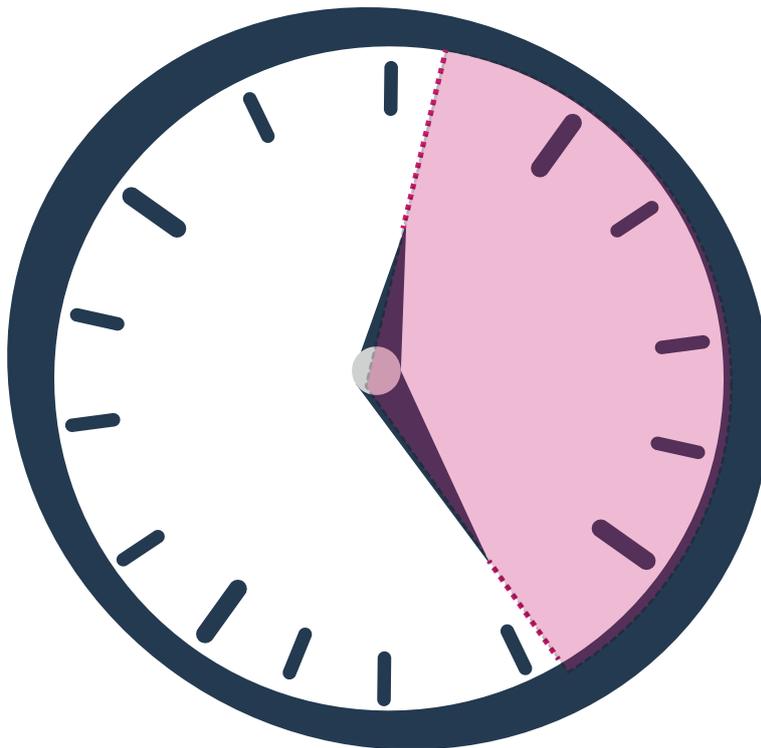
Contact Centres Waste Over 40% of Their Time on Administrative Tasks

Our survey participants were asked to estimate the amount of time their contact centre wastes on handling administrative tasks instead of servicing customers.

The results show that the average contact centre spends over two-fifths of its time on administrative tasks (41%), which is especially frustrating for the 35.3% of contact centres that earlier suggested that they lacked the human resources to deliver world-class services.

Of course, finding ways to automate these processes will be a real time saver, but it can be difficult to investigate which areas would benefit from automation when the contact centre is constantly firefighting. However, in the long run, prioritising your work processes could provide real benefits.

How Much Time Is Wasted on Repetitive Administrative Tasks Within Your Contact Centre?



41% of
the average contact
centre's time is spent in
repetitive administrative
tasks

Has the Length of Your Calls Increased or Decreased in the Last 12 Months?

Contact Centre Phone Calls Are Getting Longer

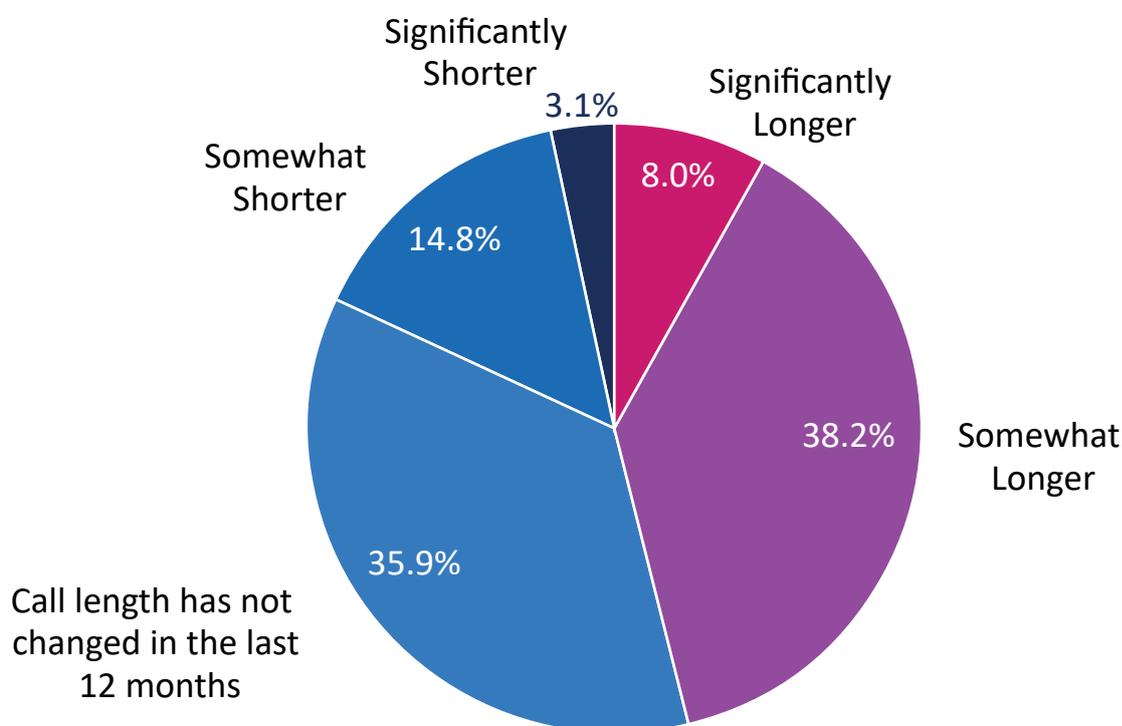
The most popular response when we asked our industry professionals whether their call lengths were increasing or decreasing was that they were somewhat increasing, with 38.2% of participants selecting this option.

As well as this, an additional 8.0% of contact centres said that their calls were significantly longer. This means that 46.2% of contact centres reported that call lengths have risen, compared to just 17.9% that reported that their calls got shorter over the past 12 months.

Rising call lengths could reflect the industry's increased focus on FCR or the fact that more contact centres are investing in virtual assistants to remove transactional call types.

The remaining 35.9% of contact centre professionals told us that their call lengths remained very similar to those of the previous year.

Has the Length of Your Calls Increased or Decreased in the Last 12 Months?



Which Channels Do You Blend?

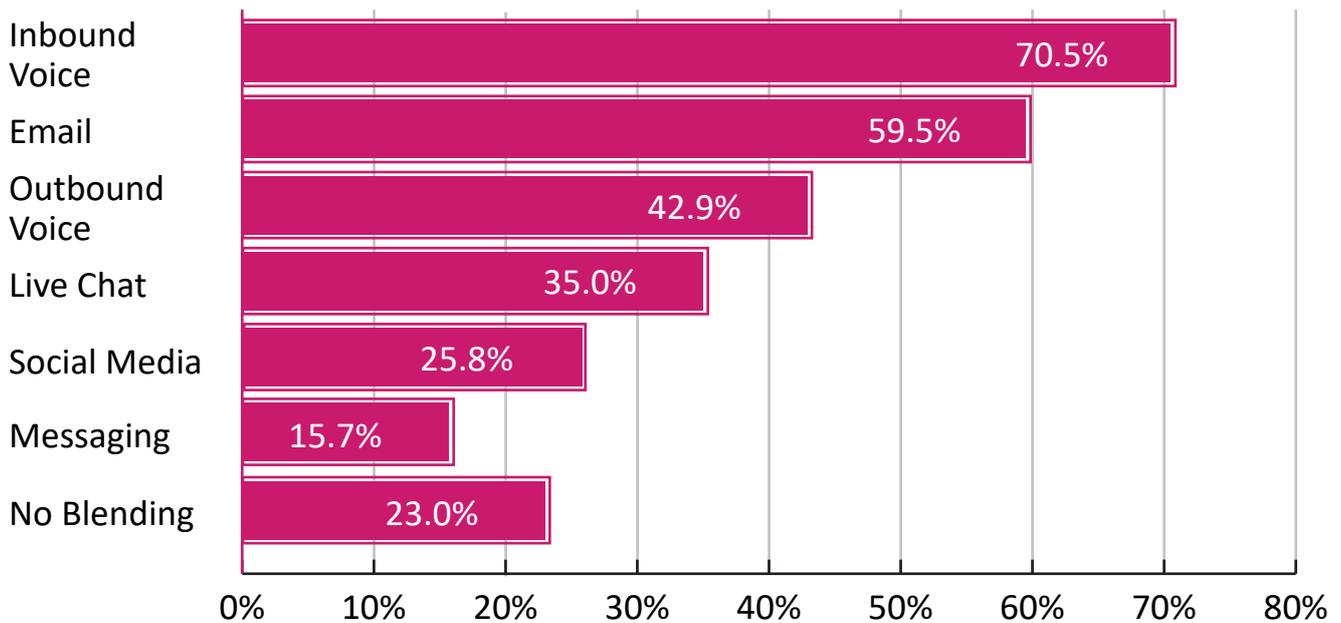
77% of Contact Centres Blend Their Channels

There is a growing focus throughout the industry on blending channels to improve the overall customer journey, evident in the fact that only 23.0% of contact centres have no blending.

While blending may not be a key function in larger contact centres, which have separate teams in place to handle each call type, it is very useful in smaller contact centres to improve productivity.

However, whatever the size of your contact centre, having a central CRM system behind each channel will make the life of an advisor much easier when looking for customer information.

Which Channels Do You Blend?



Inbound Voice Is the Most Common Channel to Blend

Unsurprisingly, the three traditional contact centre channels (inbound voice, outbound voice and email) were the three most commonly blended.

In fact, over 70.5% of contact centres now blend the inbound voice channel with at least one other. This can help to bring benefits like synchronised tracking and reporting.

Messaging was the least common to blend, with only 15.7% of contact centres doing so, which was not a shock, as most contact centres are yet to install this channel.

If There Was One Thing That You Could Improve in Your Contact Centre What Would It Be?

As expected, many replies to the question above included topics such as wanting to have a bigger budget, new technology and more multiskilled advisors.

However, there were many other suggestions, which included:

Refining Customer Service

- “Remove inefficient processes and unnecessary customer calls (caused by failure demand)”
- “Improve advisor knowledge and emotional intelligence”
- Soft skills of operators to improve the quality of interactions”
- “Better identification of repeat callers and monitoring FCR”
- “Reducing call waiting times”

Upgrading Technology

- “Upgrade in our call centre platform CRM integration with dialler”
- “Integration of data sources and automated workflow distribution”
- “Implementing a guided workflow solution integrated to an advanced knowledge base tool”
- “Data integration so agents only have to look in one place for everything they need to answer questions”
- “Addition of a searchable knowledge database”
- “Bring technology up to date, or at least into the 1980s...”
- “Creating a single customer view and contact management system”
- “Greater WFM integration promoting adherence and measuring actual vs forecast”
- “One supplier/technology for telephony, survey, quality, call log etc.”
- “Adding softphones and wireless headsets”
- “Scheduling system and CRM management”
- “Data output with our provider catering to our needs without added greed getting involved for ‘upgrades””

Improving Company Interaction

- “Support and respect from the rest of the business, which would increase our priority in budgets”
- “Better integration and communication between departments”
- “Management buy-in to support services”
- “Alignment of processes across multiple products”

Assisting Staff

- "Office facilities arrangement, training space, training tools and chill room"
- "Greater agent job satisfaction"
- "Training and agent skill development"
- "Improved job variety for advisors"
- "Pay them more!"
- "Ability to real-time coach"

Other

- "Recruiting more staff during seasonal periods"
- "Time management across the contact centre"
- "Simplification of call coaching while still being able to assess quality and accuracy appropriately"
- "Blended forecasting ability for chat and voice"
- "Hiring staff with a growth mindset"
- "Displaying CSat in real time"
- "Better forecasting and analytics"

Omnichannel

The omnichannel chapter is sponsored by NICE InContact

NICE inContact

NICE inContact is the cloud contact centre software leader, empowering organisations to provide exceptional customer experiences with the world's No. 1 cloud customer experience platform, NICE inContact CXone.

CXone combines best-in-class Omnichannel Routing, Workforce Optimisation, Analytics, Automation and Artificial Intelligence on an Open Cloud Foundation to help companies act smarter and respond faster to consumer expectations.

NICE inContact, a NICE company, is recognised as a market leader by Gartner, IDC, Frost & Sullivan, Ovum and DMG, and serves customers in more than 150 countries, including over 85 of the Fortune 100 companies.

www.niceincontact.com

What Is Your Mix of Contact Channels?

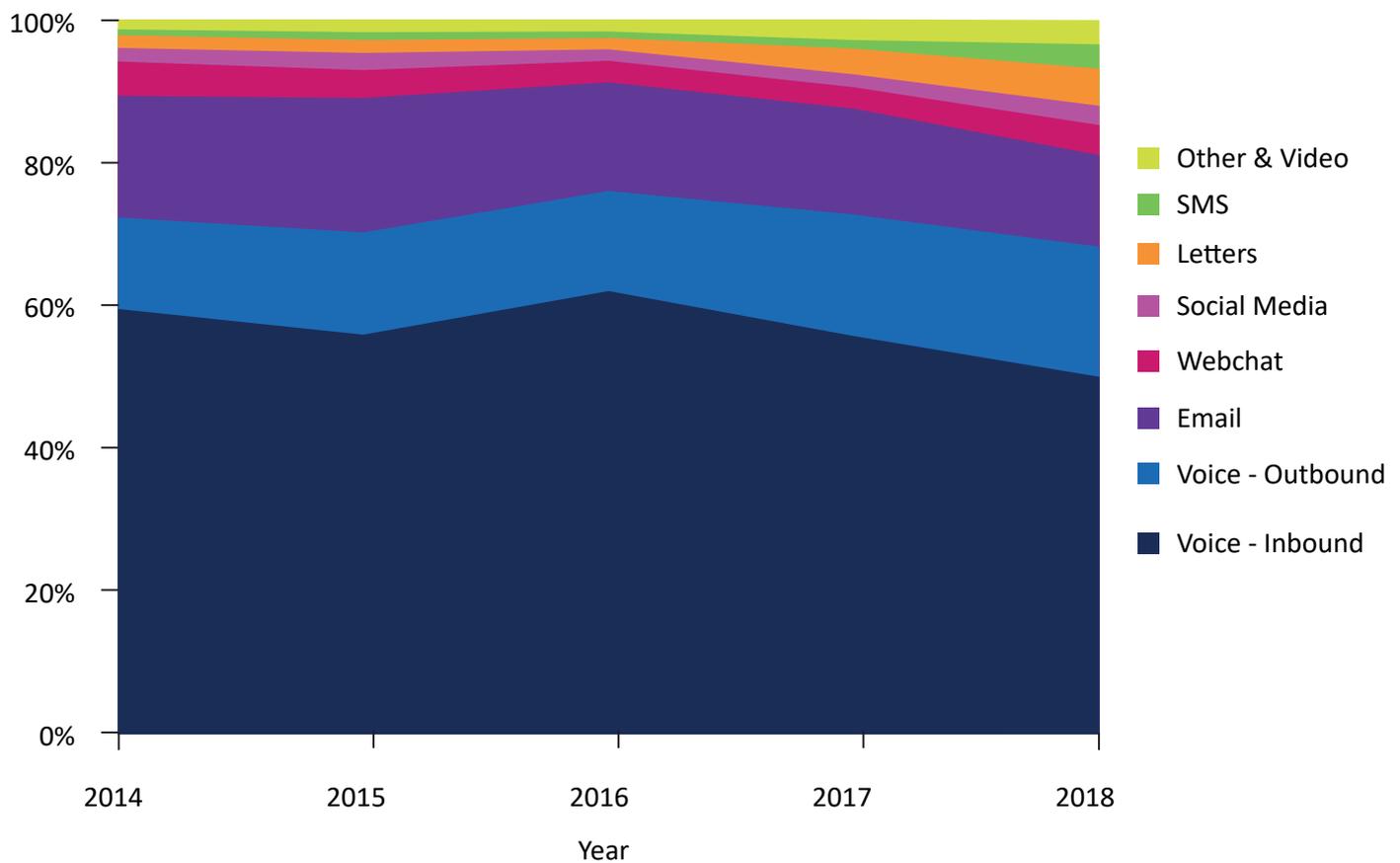
Outbound Voice Contacts Are Steadily Decreasing

Since our survey began in 2014, the percentage of outbound voice contacts that make up the overall number of contacts in the contact centre has been decreasing.

In fact, the percentage was as high as 18.2% in 2014, but this year's figures are as low as 12.8%, with a drop of 1.5 percentage points in the last year alone.

The lower incidence of outbound calls in the past year could be because of the new GDPR regulations introduced in May, which added compliance guidelines to outbound dialling.

What Is Your Mix of Contact Channels?



What Is Your Mix of Contact Channels?

	2018	2017	2016	2015	2014
Voice - Inbound	59.5 %	55.9 %	62.0 %	55.7 %	50.0 %
Voice - Outbound	12.8 %	14.3 %	14.0 %	17.0 %	18.2 %
Email	17.0 %	18.8 %	15.2 %	14.8 %	12.8 %
Live Chat	4.8 %	3.9 %	3.0 %	3.0 %	4.2 %
Social Media	1.9 %	2.4 %	1.6 %	1.8 %	2.7 %
Letters	1.8 %	1.8 %	1.6 %	3.6 %	5.2 %
SMS	0.8 %	1.1 %	0.9 %	1.2 %	3.4 %
Video Chat	0.1 %	0.1 %	0.2 %	0.2 %	0.2 %
Other	1.3 %	1.7 %	1.5 %	2.7 %	3.3 %

Live Chat Is Beginning to Take Some Email Traffic

For the first time in four years, email is beginning to decrease in use, dropping by 1.8 percentage points in the past year. This is something of a surprise, as the results of previous surveys had shown the channel to be increasing in popularity.

However, it seems likely that customers who prefer written methods of communication are making the switch to live chat, with 4.8% of overall contacts now taking place on this channel.

Live chat's popularity among the millennial generation is likely key to this rise. After all, the channel offers a quicker resolution than email, while many prefer the option of not having to speak directly to an advisor.

SMS Has Not Become a Mainstream Channel

Just 0.8% of contacts are now made via the SMS channel – less than a quarter of the percentage that was recorded in 2014.

While SMS messages have recently been discussed as a good way of proactively contacting customers, it is likely that more contact centres are employing the help of messaging apps for this purpose. In fact, messaging apps such as Messenger and WhatsApp were the most popular “other channel”.

Along with the decline in use of SMS, video chat is also failing to draw interest from customers, with no increase in take-up of the channel in the past four years.

What Is the Next Channel That You Will Add to Your Contact Centre?

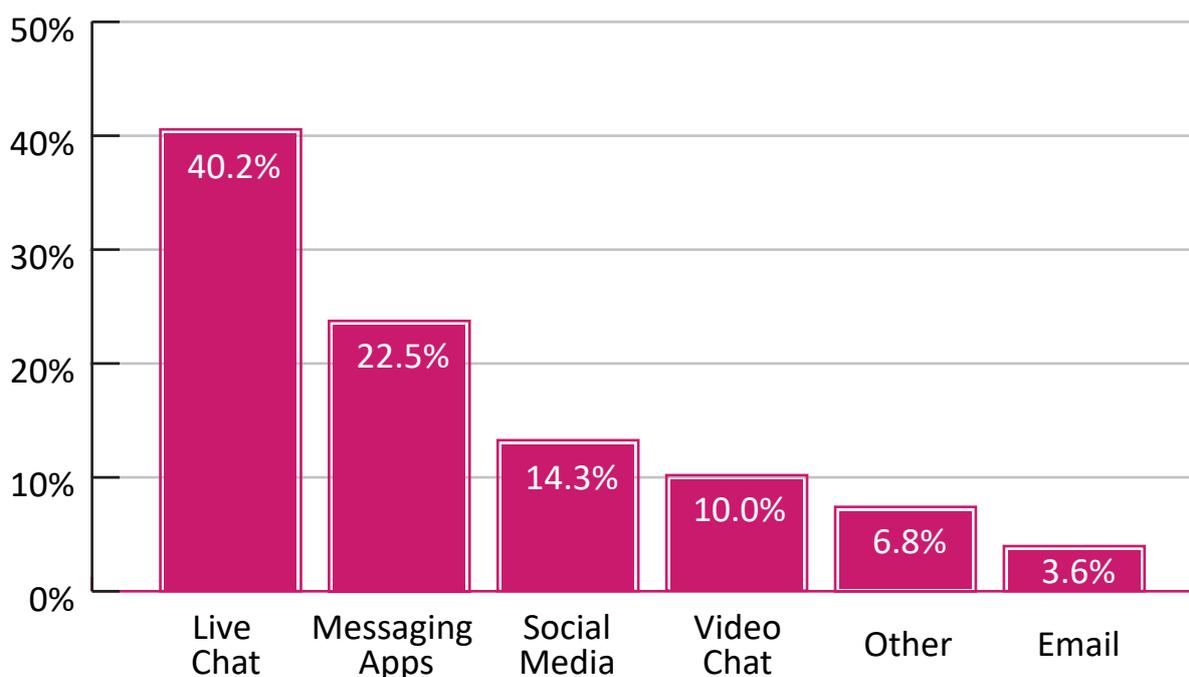
Live Chat Is Likely to Be the Next Mainstream Channel

More than 40% of contact centres told us that live chat is the next channel that they wish to implement, ahead of other popular choices like messaging apps and social media.

It was little surprise that live chat topped our poll, as offering customers a quick response without having to call the contact centre makes the channel popular among the younger generation.

In fact, the reason this option was not even more popular is that many contact centres already provide live chat customer service.

What Is the Next Channel That You Will Add to Your Contact Centre?



Messaging Apps Are Gaining in Popularity

With there being a strong uptake of messaging apps such as WhatsApp and Messenger, it is no surprise that 22.5% of contact centres are looking to install such platforms as their next channel.

There is no doubt that mobile is becoming the channel of choice and messaging apps have long overtaken SMS in terms of usage. These trends are likely to be behind the growth of messaging apps in the contact centre, as well as the growth of asynchronous messaging technology.

How Involved Is Your Contact Centre in any Corporate Digital Transformation Efforts?

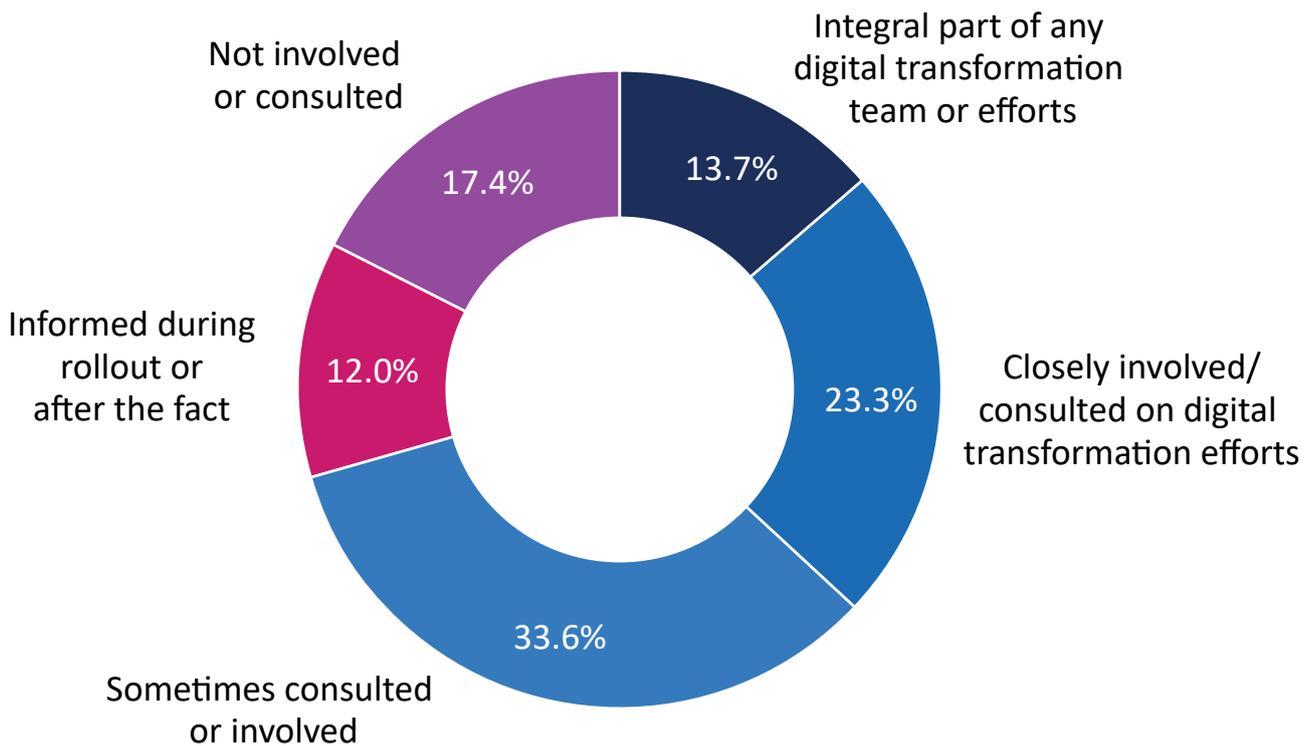
17.4% of Contact Centres Are Not Consulted in Corporate Digital Transformation

Just shy of one in five contact centres revealed that they are not ever involved or consulted in corporate digital transformation efforts.

Considering that changes to the digital nature of a brand will have a direct and likely large impact on the contact centre, these figures are certainly surprising. The impact on the contact centre will most probably come through a change in contact volumes, creating big staffing troubles, and/or the introduction of new query types.

Another worrying sign is that this 17.4% is an increase on the percentage that we noted in last year's survey.

How Involved Is Your Contact Centre in any Corporate Digital Transformation Efforts?



How Many of Your Contact Centre Channels Are Integrated?

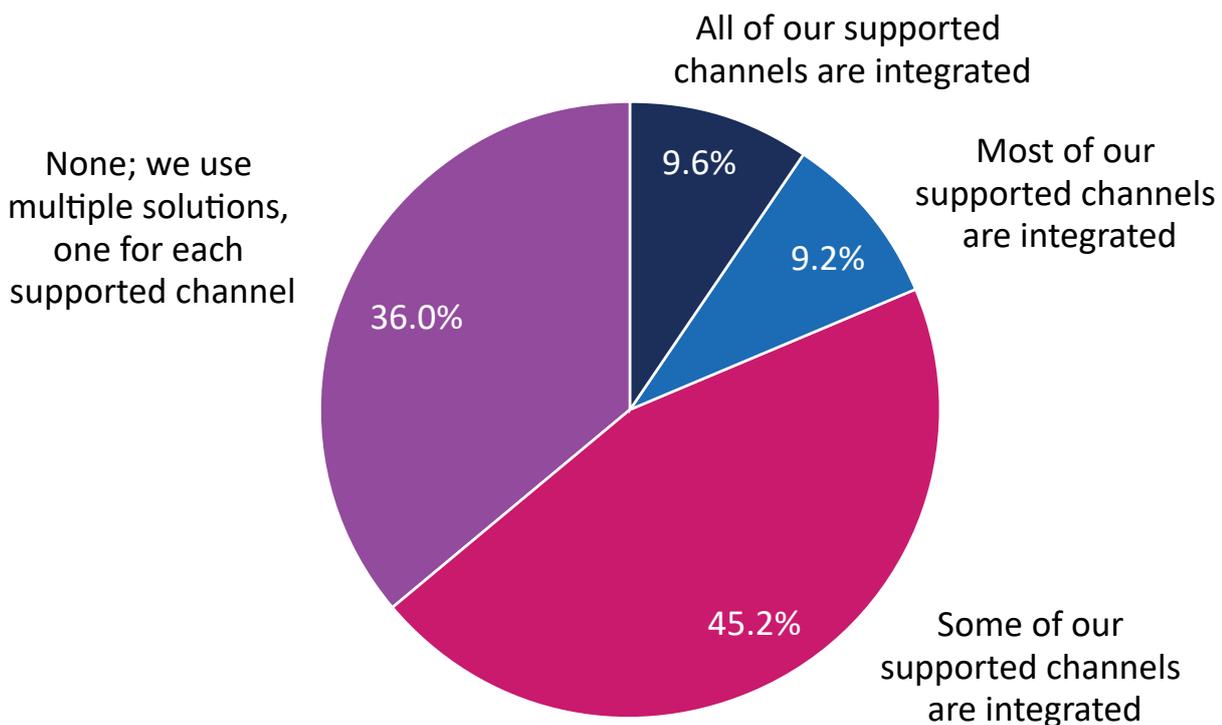
Less Than 10% of Contact Centres Integrate All of Their Channels

According to our poll, just 9.6% of contact centres have integrated all of their channels. These contact centres will probably have lowered AHT and improved efficiency in doing so.

Integrating channels helps advisors because they don't have to switch between screens when looking for customer information.

However, 45.2% have so far only managed to integrate some of their contact centre channels, while a further 36.0% have not even got this far, instead using multiple solutions – one for each supported channel.

How Many of Your Contact Centre Channels Are Integrated?



Do You Empower Your Advisors to Add Channels to an Ongoing Interaction with a Customer?

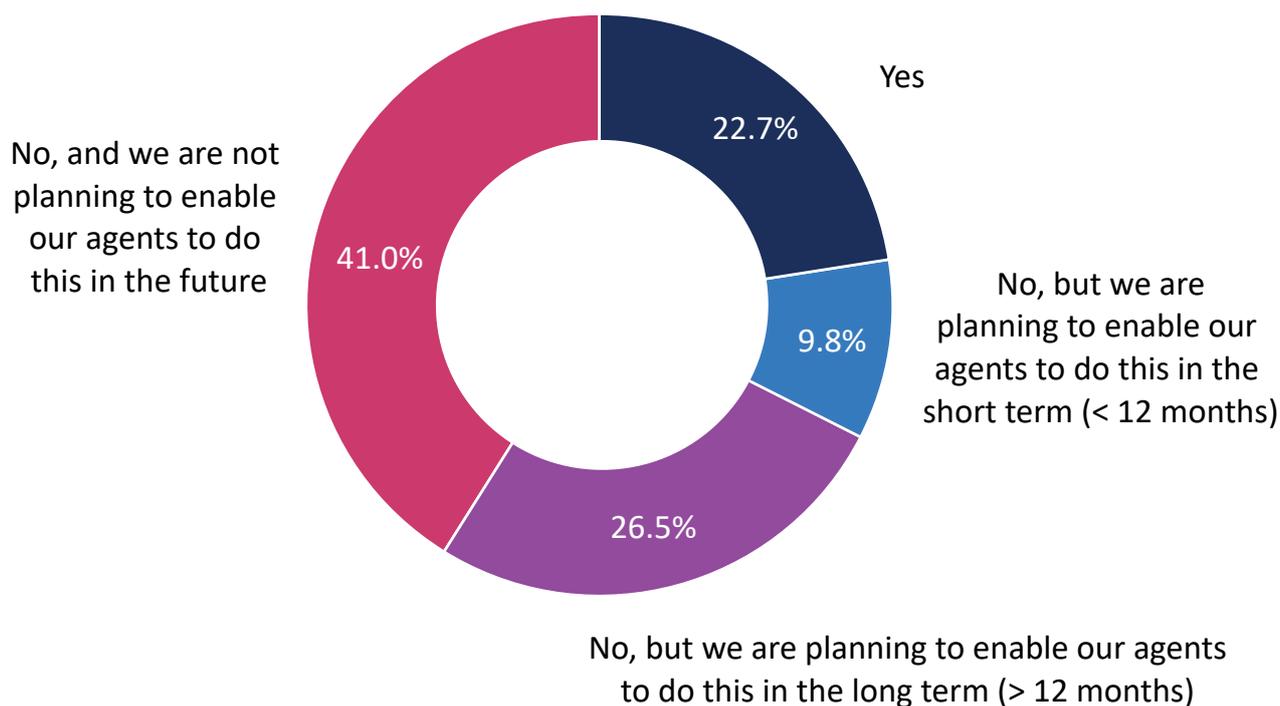
Many Contact Centres Are Planning to Empower Advisors to Add Channels to Ongoing Interactions

22.7% of contact centres already empower advisors in this way, but the percentage of those that are planning to do so is even greater.

26.5% have this down as a long-term goal, while a further 9.8% of our survey participants reported that they plan on enabling advisors to do so within the next 12 months.

The remaining 41.0% of contact centres have no plans to do so at any point in the future. These may be smaller contact centres that don't have system integration as a long-term goal.

Do You Empower Your Advisors to Add Channels to an Ongoing Interaction with a Customer?



Workforce Management

The Workforce Management chapter is sponsored by Business Systems



At Business Systems we have been specialising in workforce optimisation and customer insight technologies for over thirty years.

We apply this in-depth knowledge to provide best-fit solutions to unlock effective answers to customer problems.

Our solutions range from recording and analytics of customer interactions and feedback, through to quality monitoring, workforce management, and process automation. We represent some of the most recognised global innovators in the industry including Teleopti, NICE, Red Box and Verint.

We consider every project unique and work closely with our customers to propose the best-fit solution, ensuring streamlined integration and deployment so they can enjoy fast return on their technology investment.

www.businesssystemsuk.com

How Far Off Were Your Contact Centre Forecasts in the Past Month?

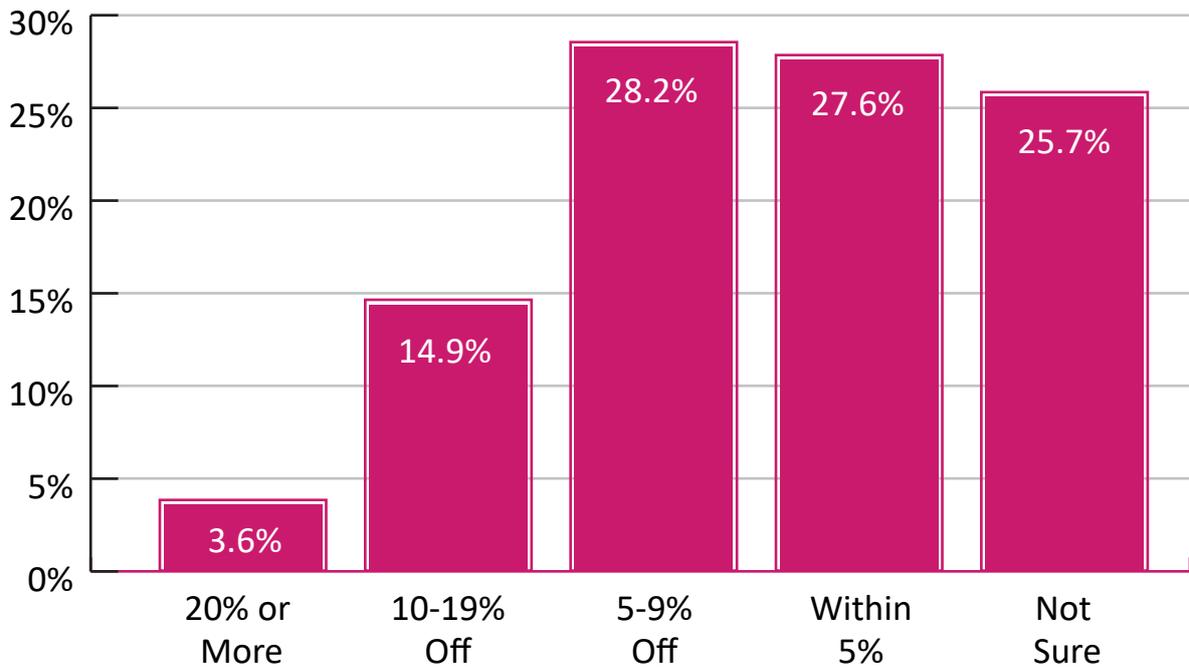
More Than Half of Contact Centres Have a Forecast Accuracy of Within 10%

Most of the industry professionals that we surveyed (55.8%) reported that their contact centre forecasts had a 10% accuracy, or better, of real contact volumes over the past month.

This figure shows a 1 percentage point increase on last year's results, highlighting how contact centres are slowly but surely improving their forecasts.

In addition to this, the number of contact centres whose forecasts were at least 20% out decreased from 8.7% in 2017 to 3.6% in 2018.

How Far Off Were Your Contact Centre Forecasts in the Past Month?



What Problems Do You Face When You Forecast Using Your Current System or Process?

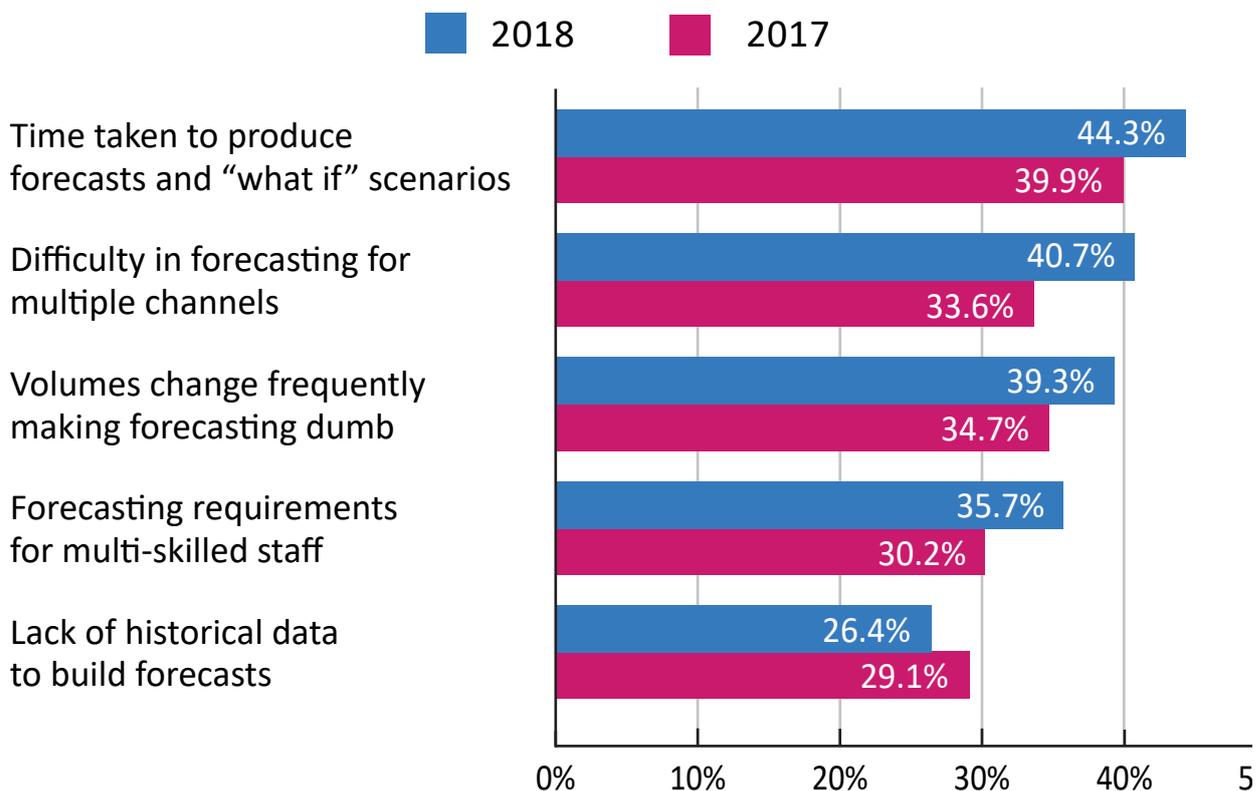
Taking the Time to Forecast and Plan for “What If” Scenarios Is the Greatest Grievance

Taking the time to produce forecasts and preparing for “what if” scenarios is the most common forecasting problem. And it’s a problem that continues to grow.

In fact, there has been an almost 5 percentage point increase in the number of contact centres that suffer from the issue, since the figure of 39.9% that we reported in 2017.

This highlights how contact centres are becoming more and more stretched for time, a problem that, ironically, better WFM can help to resolve.

What Problems Do You Face When Forecasting Using Your Current System or Process?



Forecasting for Multiple Channels Is Becoming a More Significant Issue

Many contact centres are implementing new channels such as live chat, messaging apps and social media. Yet as these channels are new, they are also difficult to forecast.

Without a gauge of demand, it is no surprise that a percentage of contact centres are finding it increasingly difficult to forecast for multiple channels, which may include new installations.

In addition to this, more contact centres are struggling to cope with forecasting requirements for multiskilled staff and frequent changes of contact volumes.

What Equipment Do You Use to Schedule Staff?

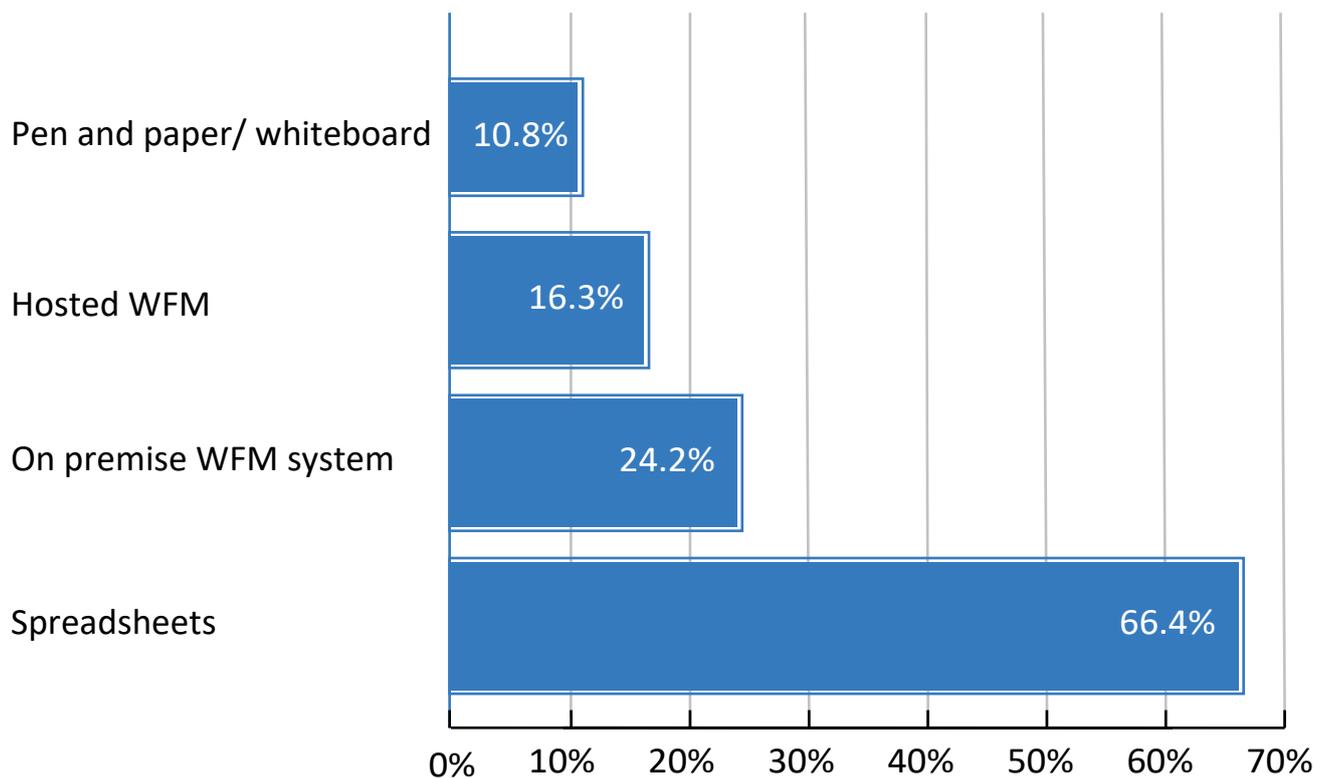
Some Contact Centres Are Still Using Pen and Paper to Schedule Staff

More than one in ten contact centres (10.8%) are still using either pen and paper or whiteboards to schedule staff.

While it is possible to schedule with pen and paper, this method does have its inefficiencies. After all, it is tricky and time consuming to do this across the day, especially if you have a large number of staff.

Also, contact centres that do this will be unlikely to offer schedule preferences or shift swaps or be able to work using banked hours – all of which have been linked to improved agent engagement.

What Equipment Do You Use to Schedule Staff?



Spreadsheets Still Monopolise Scheduling Processes

Spreadsheets are the most common way of scheduling staff, with 66.4% of our industry professionals doing so in their contact centre.

However, it is very difficult to add flexibility to a spreadsheet-based schedule, especially if your contact centre has 30+ advisors.

What Is the Biggest Challenge With Your Current WFM System / Provider?

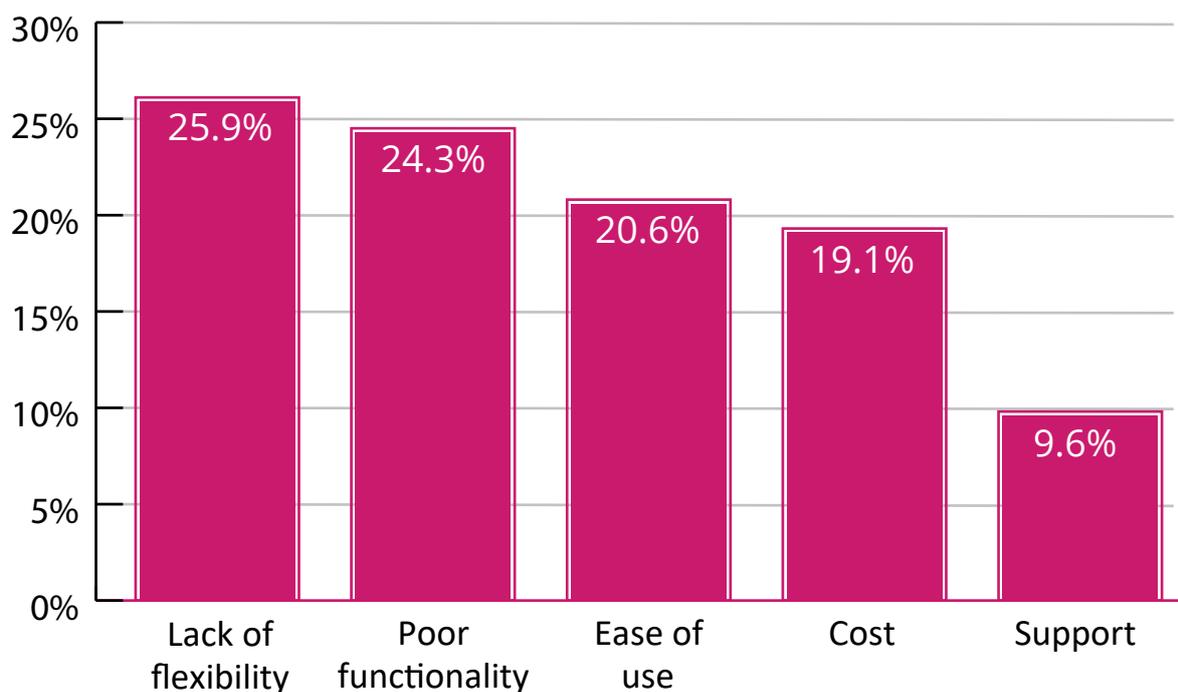
Flexibility Is the Greatest Challenge for Contact Centres With WFM Systems

45.5% of our industry professionals have WFM systems in their contact centres, and when we asked them for the biggest challenge that they have with their system, lack of flexibility was the most common response.

This highlights the difficulty that contact centres have in creating schedules that meet advisor preferences – as it is generally easier to build flexibility into schedules generated through WFM systems, as opposed to those created through spreadsheets.

Other WFM system challenges reported by our readers included poor functionality, ease of use and cost.

What Is the Biggest Challenge With Your Current WFM System / Provider?

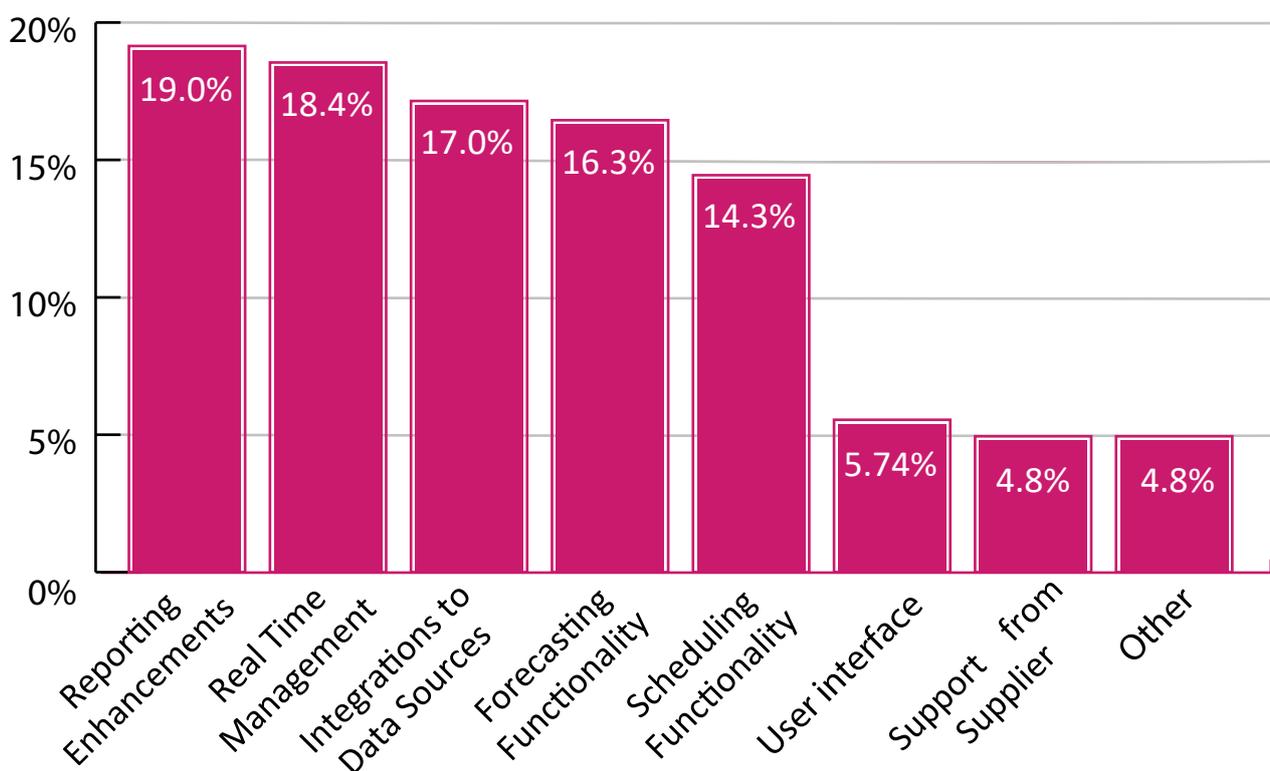


If You Could Change One Thing About Your WFM System What Would It Be?

Many Contact Centres Would Like to Improve the Reporting Enhancements in Their WFM System

While most contact centres do not use WFM systems, the highest percentage of those that reported that they do would change their system's reporting enhancements, if given the chance to change anything at all.

If You Could Change One Thing About Your WFM System What Would It Be?



There Are "Other Things" That Were Sent to Us as Well

As well as the many problem areas listed above, some chose the "other" option and told us that they would change their:

- Annual leave management
- Time tracking capability
- System updates (i.e. how they keep their system up to date)
- Multiskill forecasting functionality
- Forecasting for what-if scenarios

However, there were also many contact centre professionals who commented that they wouldn't change a thing. This underpins the value of ensuring that the WFM system is the right fit for your Resource Planning team.

Cloud

The cloud chapter is sponsored by Genesys



Genesys powers more than 25 billion of the world's best customer experiences each year.

Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes and create lasting relationships. Genesys believe their success comes from connecting employee and customer conversations on any channel, every day.

Combining the best of technology and human ingenuity, Genesys build solutions that mirror natural communication and work the way you think. Their industry-leading solutions foster true omnichannel engagement because they perform equally well across channels, on premise and in the cloud.

Experience communication as it should be: fluid, instinctive and profoundly empowering.

www.genesys.com

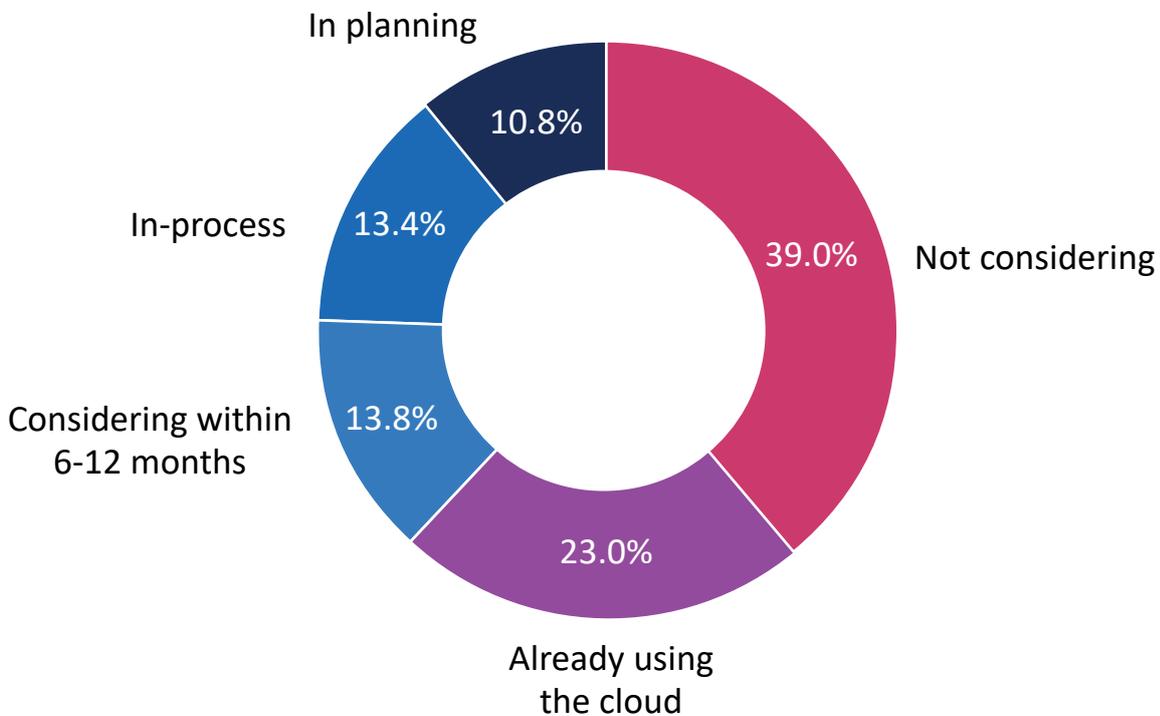
How Would You Best Describe Your Plans for Moving to a Cloud Contact Centre?

Almost a Quarter of Contact Centres Have Moved to the Cloud

23.0% of those surveyed operate in a cloud contact centre. This is an increase from 2017, when 21.0% reported that they had made the move.

In addition to this, only 39.0% of contact centres are not considering cloud and instead intend to carry on using legacy-based systems. This is a lower percentage than previously reported.

How Would You Best Describe Your Plans for Moving to a Cloud Contact Centre?



Many More Contact Centres Are Planning to Transfer

While a growth of two percentage points in contact centres moving to the cloud in a year may not seem like much, our results show that cloud take-up is set to grow much further in the years to come.

In fact, nearly a quarter (24.3%) intend to implement cloud technology, being either in the planning stage of operations or currently in the process of installing the technology.

An additional 13.8% are reported to be considering the cloud within the next 6 to 12 months.

What Is the Greatest Benefit of a Cloud-Based Contact Centre?

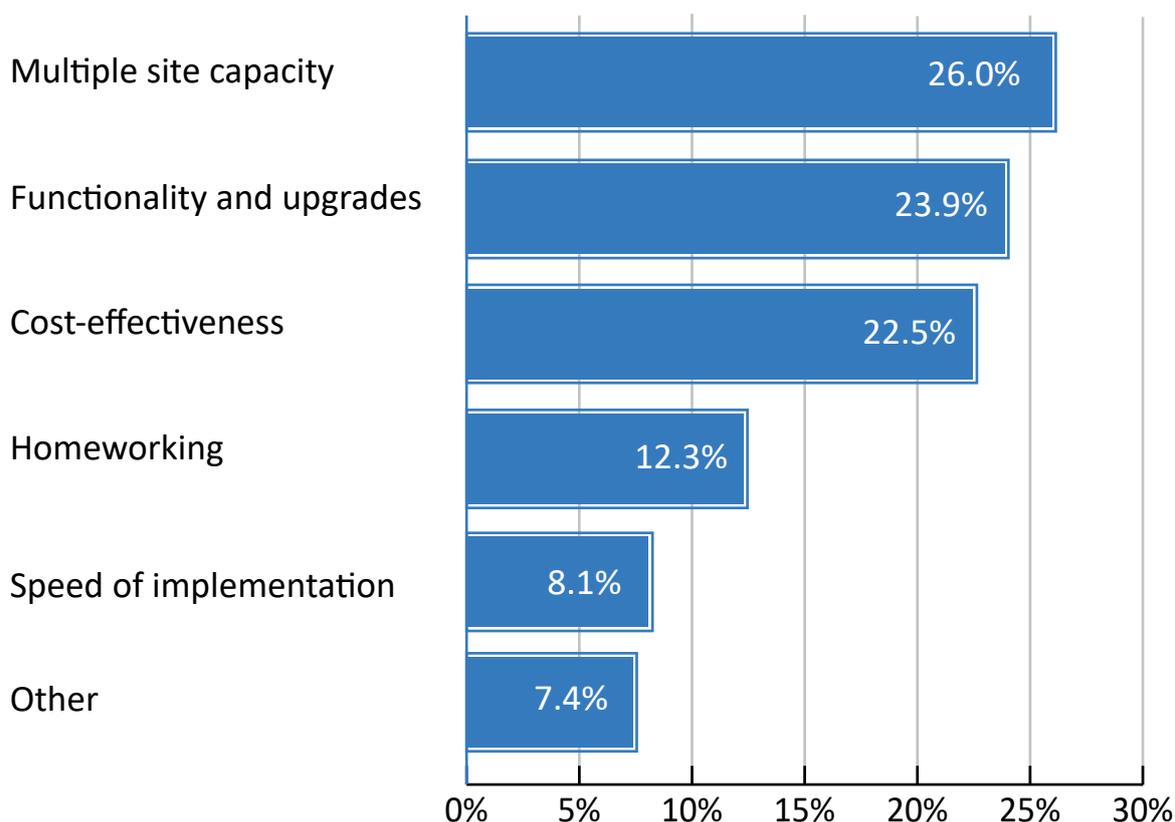
Multiple Site Capacity Is Voted as the Biggest Benefit of Cloud

Having the ability to easily connect all contact centres within an organisation to share customer information and data is seen as the greatest benefit of cloud, as reported by 26.0% of our industry professionals.

This multisite capacity is also useful in allowing advisors to work from home and enabling the transfer of the contact centre from one site to another in emergency situations. Cloud will likely make your business continuity plans much simpler.

Other benefits noted by some of our other industry professionals included: functionality and upgrades (23.9%), cost-effectiveness (22.5%) and homeworking (12.3%).

What Is the Greatest Benefit of a Cloud Based Contact Centre?



Is the Cloud as Reliable as Having the Solution on Premise?

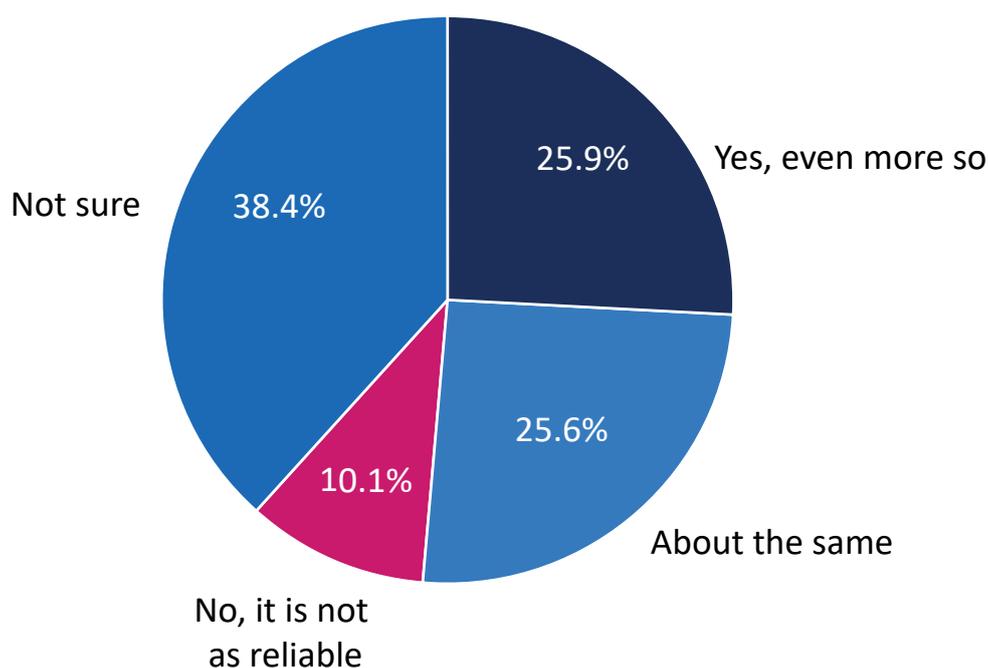
Many Contact Centre Professionals Are Unsure of the Reliability of Cloud

Our findings suggest that 38.4% of contact centre professionals are not sure of the reliability of the cloud, with a further 25.6% believing that it is about the same as on-premise systems.

These results indicate that cloud providers need to do more to showcase the disaster-recovery capabilities of cloud contact centres.

Also, the cloud allows advisors to switch channels if the contact centre suffers from a different type of crisis – a sharp and rapid rise in contact volumes on a specific channel. This is because advisors can easily switch between channels, and additional staff can be drafted in to meet the demand from the comfort of their own home, as the cloud enables homeworking.

Is the Cloud as Reliable as Having the Solution on Premise?



Yet, More Believe That It Is More Reliable Than Legacy Systems Than Those Who Don't

While most are unsure of the reliability of the cloud, most of those with an opinion do believe that the cloud is more reliable than on-premise solutions.

In fact, only 10.1% of industry professionals felt differently, with 25.9% stating that they believed the cloud to be more reliable.

Do You Operate With Advisors Working From Home?

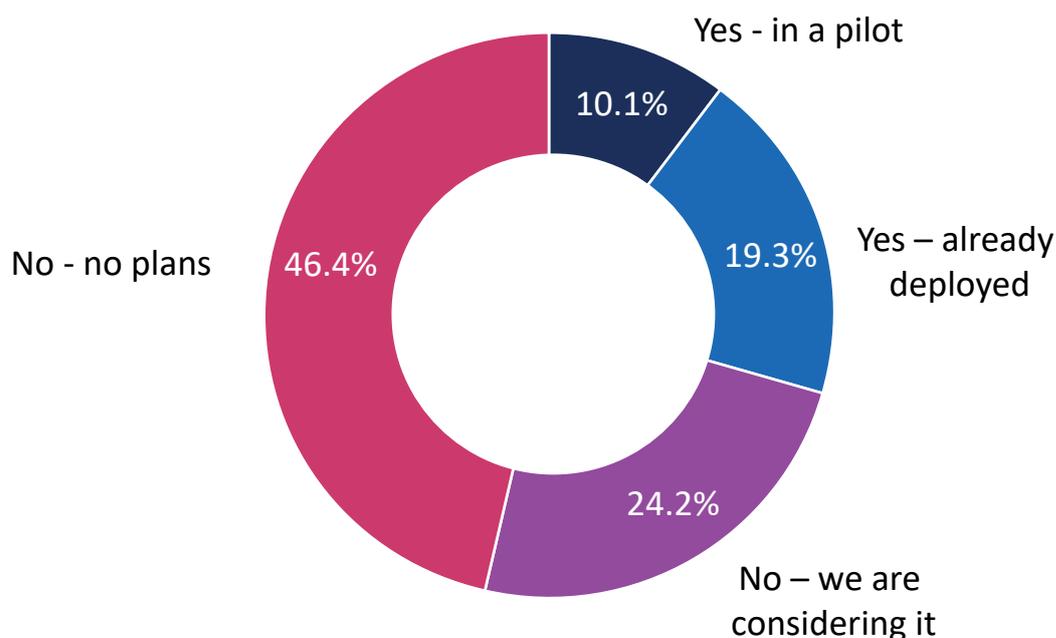
A Fifth of Contact Centres Operate With Advisors Working From Home

19.3% of contact centres allow chosen advisors to work from their homes, with a further 10.1% currently doing so in a pilot scheme.

Homeworking is a benefit of cloud contact centres and can be useful in widening the pool of applicants for the advisor role and saving money on business space and other facilities, as well as lowering absenteeism.

Yet it is understandable why contact centres are wary of employing homeworkers, as, if not done correctly, there may be problems in terms of tracking advisor development, ensuring advisors are supported and endangering business continuity.

Do you Operate with Advisors Working From Home?



Less Than Half of Contact Centres Have Ruled Out Homeworking

Only 46.4% of contact centres have ruled out the possibility of allowing advisors to work from home. This may be more to do with lacking the ability to do so successfully – i.e. not having plans to move to the cloud – rather than a result of weighing up the pros and cons.

However, if the take-up rate for cloud grows as expected, it is likely that more contact centres will begin to pilot homeworking as the industry continues to evolve.

Which of the Following Is/Was Your Biggest Concern About Moving to the Cloud?

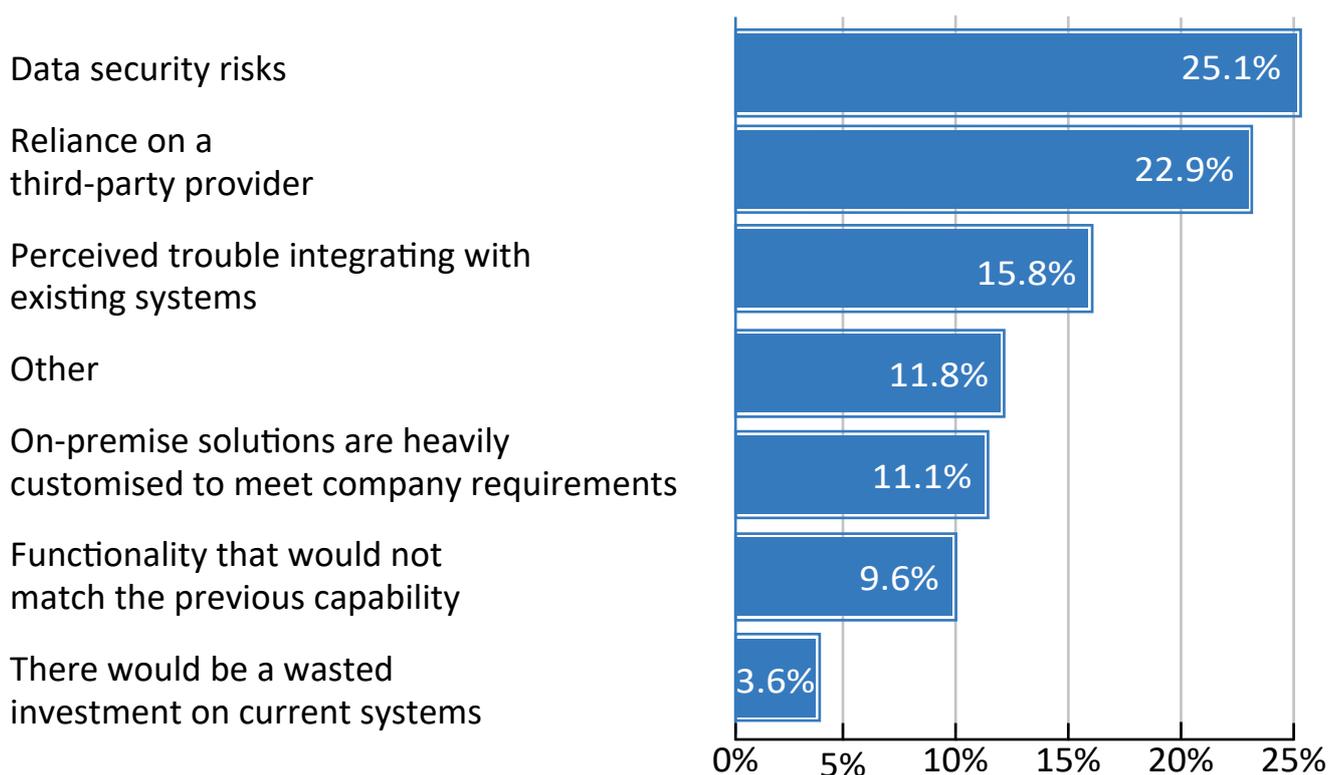
Reliance on a Third-Party Provider Is a Growing Issue

This year, 22.9% of respondents told us that reliance on a third-party provider is their biggest concern with the cloud. This is up from 18.2% last year.

The results show the value in contact centres taking their time in choosing a partner when moving to the cloud and talking to other businesses that have implemented the technology that is being considered.

However, data security appears to still be the greatest worry, as 25.1% of our survey respondents reported. This percentage, though, is lower than in 2017, highlighting that trust in the security of cloud technology is growing.

Which of the Following Is/Was Your Biggest Concern About Moving to the Cloud?



There Are a Number of Concerns With the Cloud

While data security and reliance on a third-party provider are the two biggest concerns across the industry, our findings show that others are also worried about: perceived trouble integrating with existing systems (15.8%), letting go of existing customised equipment (11.1%) and functionality not matching previous capability (9.7%).

Speech Analytics

The speech analytics chapter is sponsored by Genesys



Genesys powers more than 25 billion of the world's best customer experiences each year.

Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes and create lasting relationships. Genesys believe their success comes from connecting employee and customer conversations on any channel, every day.

Combining the best of technology and human ingenuity, Genesys build solutions that mirror natural communication and work the way you think. Their industry-leading solutions foster true omnichannel engagement because they perform equally well across channels, on premise and in the cloud.

Experience communication as it should be: fluid, instinctive and profoundly empowering.

www.genesys.com

What Is the Greatest Benefit of Interaction Analytics?

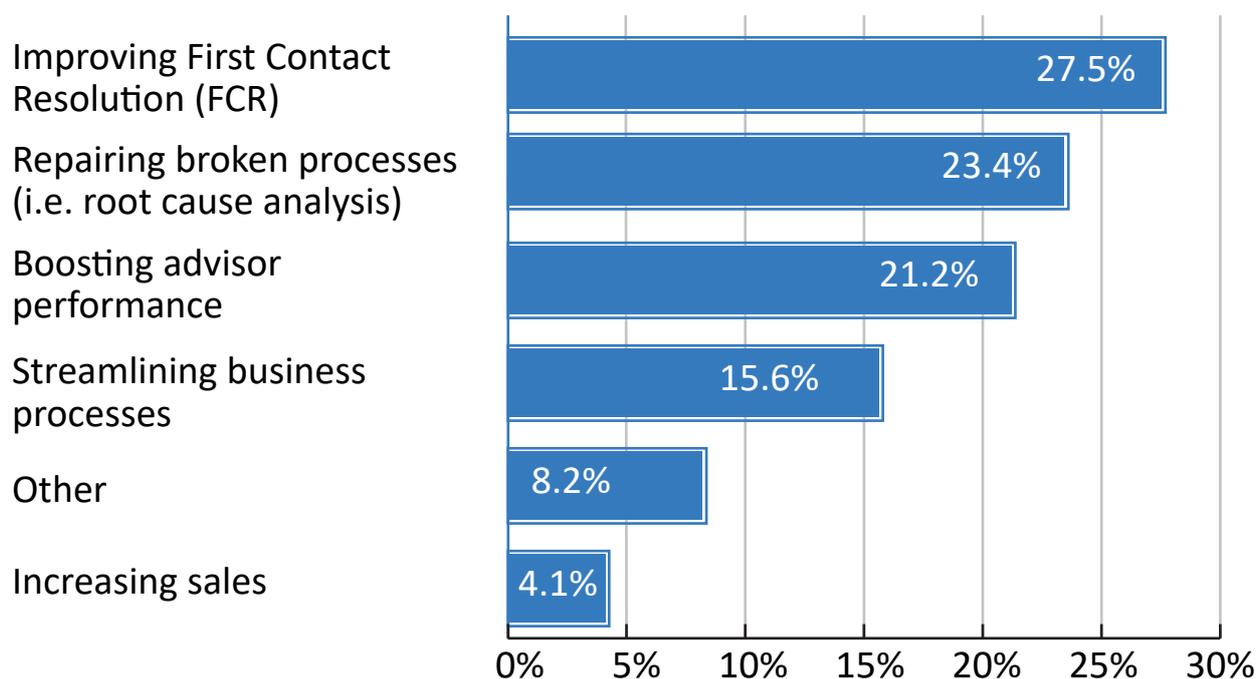
Improving First Contact Resolution (FCR) Is Viewed as the Greatest Benefit of Interaction Analytics

Our industry professionals view improved FCR as the greatest benefit of interaction analytics, with 27.5% of the vote. This is another sign that resolution is increasingly becoming a key contact centre objective.

To improve FCR, speech analytics makes root cause analysis easier, when investigating why certain contact types often require multiple contacts, while providing insights in how these difficult contact reasons can be better handled. This brings a number of other benefits, including lower contact volumes and durations, while also improving quality and satisfaction.

Our participants also saw value in analytics helping to repair broken processes, improving advisor performance and streamlining business processes.

What Is the Greatest Benefit of Speech Analytics?



Industry Professionals Found Other Benefits of Speech Analytics Too

Our readers found a number of other benefits of using the technology. These included:

- Sentiment analysis, to help measure emotion
- Finding key trends
- Creating automated scorecards

Will the Take-up of Speech Analytics in the Contact Centre Industry Increase Over the Next 5-10 Years?

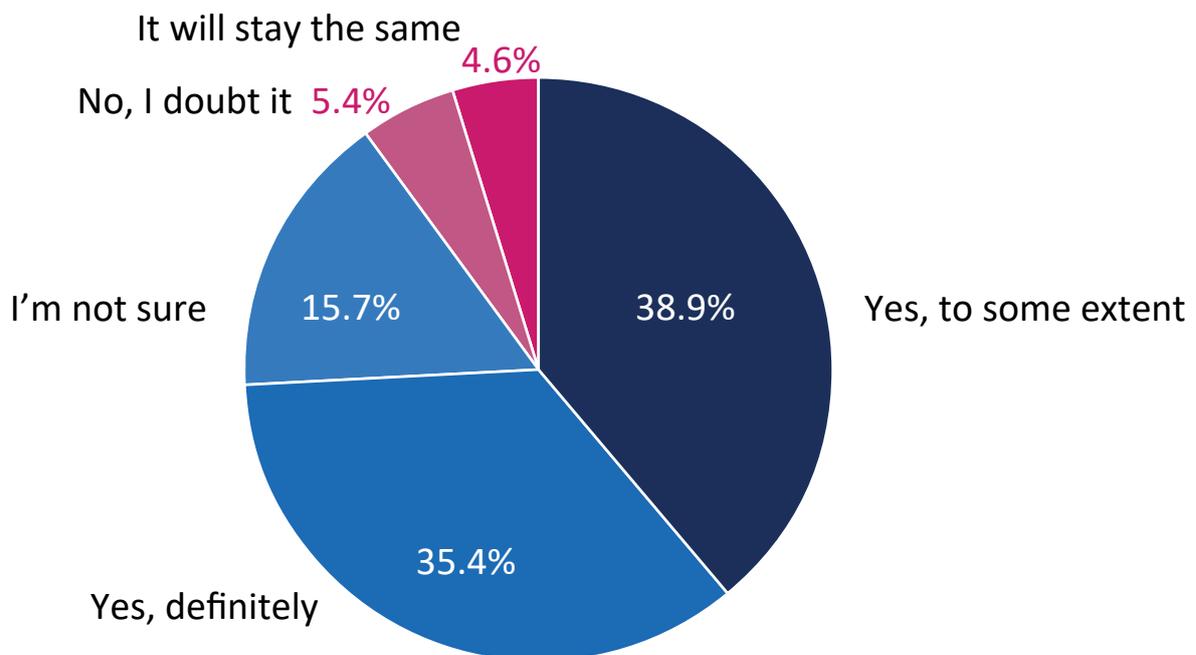
Few Doubt That More and More Contact Centres Will Implement Speech Analytics

A combined 74.3% of contact centre professionals predict that take-up of speech analytics will rise – with over a third of our participants being certain that this will definitely be the case.

Just 5.4% of our readers predict that the percentage of contact centres that employ speech analytics will not rise in the next five to ten years.

It is likely that these industry professionals expect further developments in the technology and cost reductions to be announced in the near future.

Will the Take-up of Speech Analytics in the Contact Centre Industry Increase Over the Next 5-10 Years?



How Do You Measure the Voice of the Contact Centre (VoCC)?

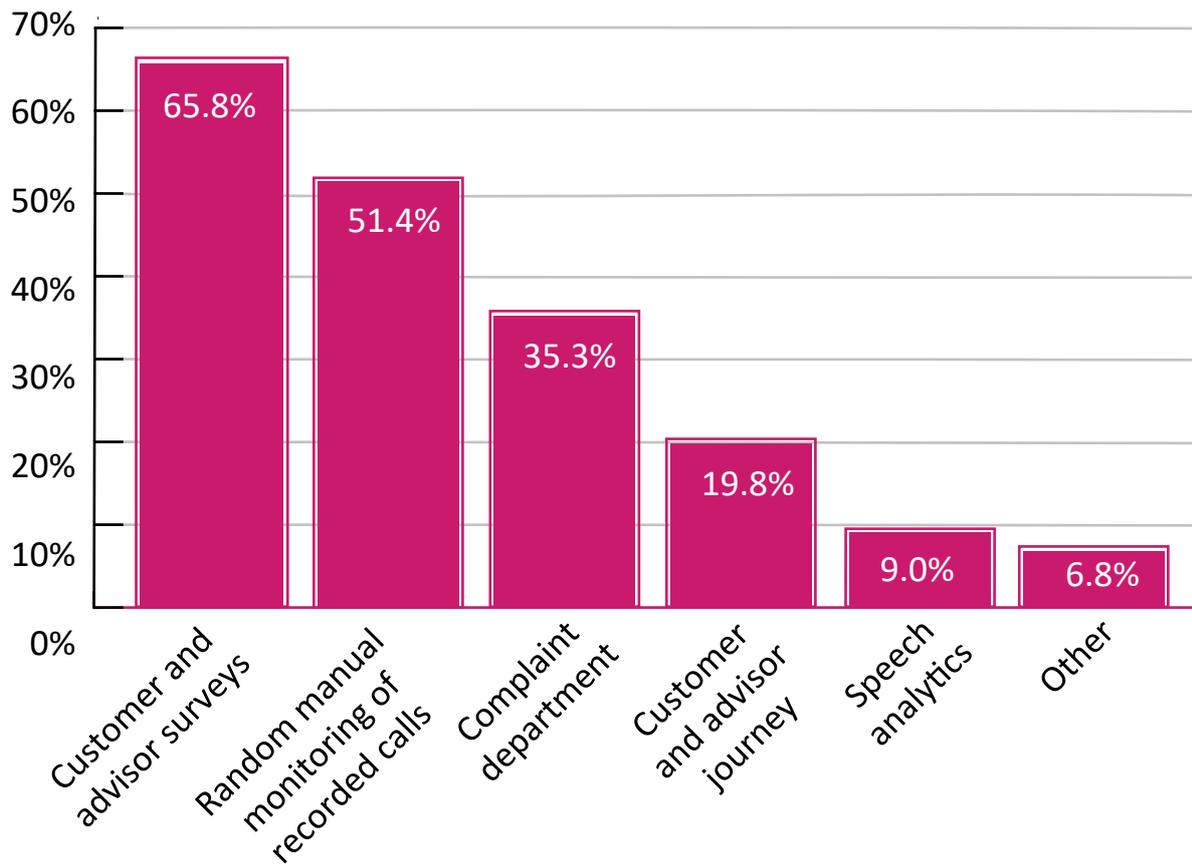
Surveying Advisors and Customers Is Becoming the “Done Thing”

Last year, only 48.5% of contact centres were surveying customers and advisors to measure the VoCC. Yet, in just one year, this figure has increased to 65.8%.

It is great to see more and more contact centres talking to their advisors, as their feedback is free and valuable – while customer surveys have long been a common practice within the industry.

However, if you are surveying customers, let them know what you are going to do with that information and ensure that it is utilised efficiently. Customer surveys for the sake of customer surveys can be a time waster not only for the contact centre but for customers themselves.

How Do You Measure Voice of the Contact Centre (VoCC)?



An Increasing Number of Contact Centres Are Using Speech Analytics to Measure the VoCC

There has been a rise of almost 4 percentage points in the number of contact centres that use speech analytics to measure the VoCC.

This method does have its benefits, as it doesn't involve interacting with customers and 100% of customer interactions can be analysed, while surveying and random quality monitoring will only cover a small percentage of your customer base.

There was also a rise in the number of contact centres analysing customer complaints and those that utilised customer and advisor journey analysis.

What Do You Use to Produce Your Metrics?

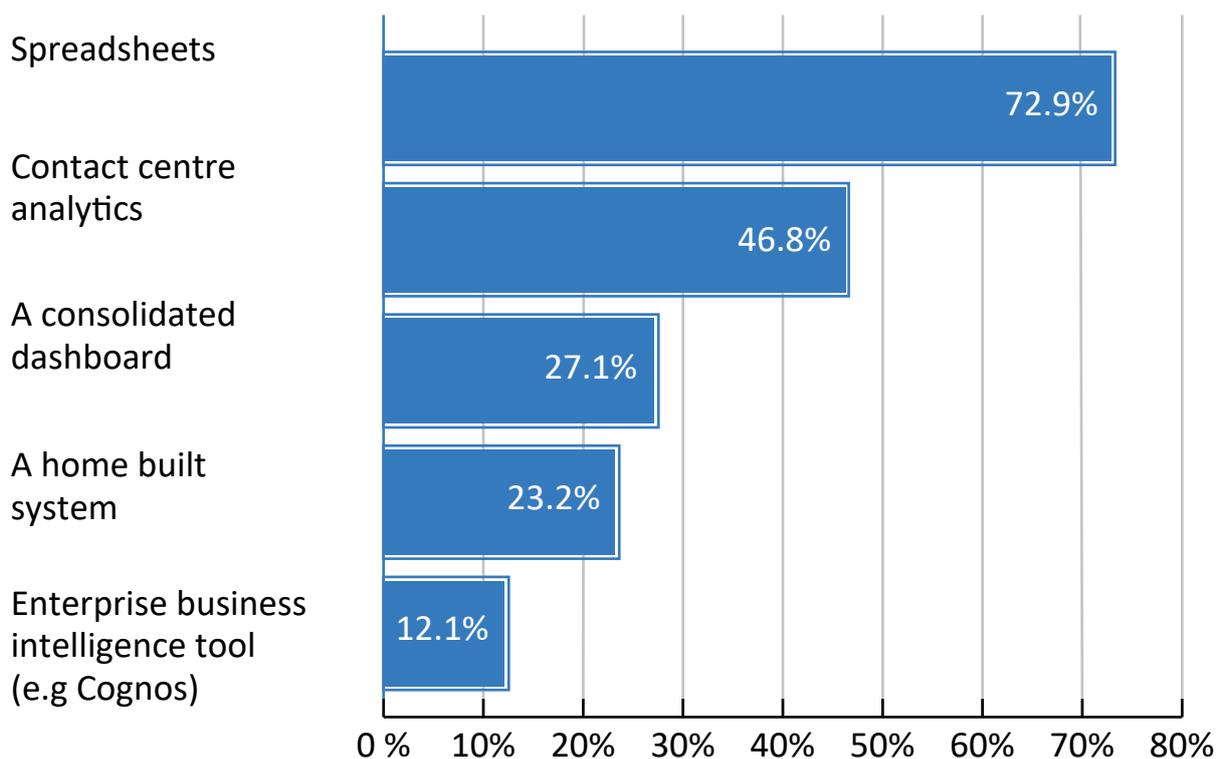
Spreadsheets Are Still the Most Popular Way to Produce Metrics

Almost three-quarters of contact centres (72.9%) are still using spreadsheets to produce metric scores and give insight into overall performance.

However, the contact centres that are using spreadsheets are likely to be doing so in conjunction with one of the other methods included in the poll – such as specialised tools and home-built systems.

Another common example is spreadsheets being used in conjunction with contact centre analytics, and many may choose to transfer data from consolidated dashboards to spreadsheets as well.

What Do You Use to Produce Your Metrics?



Do You Have a Strategy in Place to Adapt Coaching and Learning to Individual Employees?

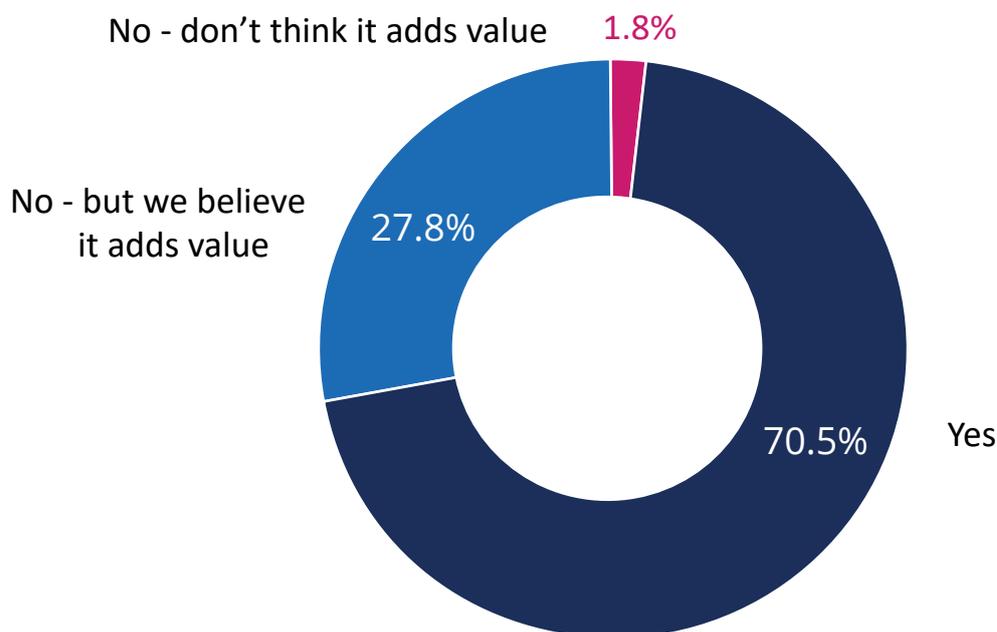
Nearly 30% of Contact Centres Don't Adapt Their Coaching Plan for Individual Advisors

29.4% of contact centres do not tailor coaching and learning to the needs of each advisor.

It is only natural that some advisors will have better skills – such as problem solving, rapport building and emotional intelligence – and will have more experience in handling certain situations than others. So, most contact centres believe there is value in creating coaching plans based on individual needs.

Nearly all of our participants acknowledged this, so it is likely that most of the contact centres that don't do this are stretched for time and prioritise other tasks ahead of strategising on an individual basis.

Do You Have a Strategy in Place to Adapt Coaching and Learning to Individual Employees?



Self-Service

The self-service chapter is sponsored by IFS World.



IFS Customer Engagement provides a complete solution to transform the contact centre: combining omni-channel contact technology with Customer Service CRM software in a single, uniquely configurable, AI-powered agent desktop.

By bringing together disparate sources of data from multiple systems, our software solves complex customer service and support issues. Benefiting from a 360-degree view of the customer on one screen alongside all contact channels, your advisors can deliver customer engagement seamlessly, whilst simultaneously banking productivity gains.

Make every customer your best customer, with intelligent, personalised service delivery and management.

www.ifsworld.com/CustomerEngagement

Which Self-Service Options Do You Offer for Customer Service?

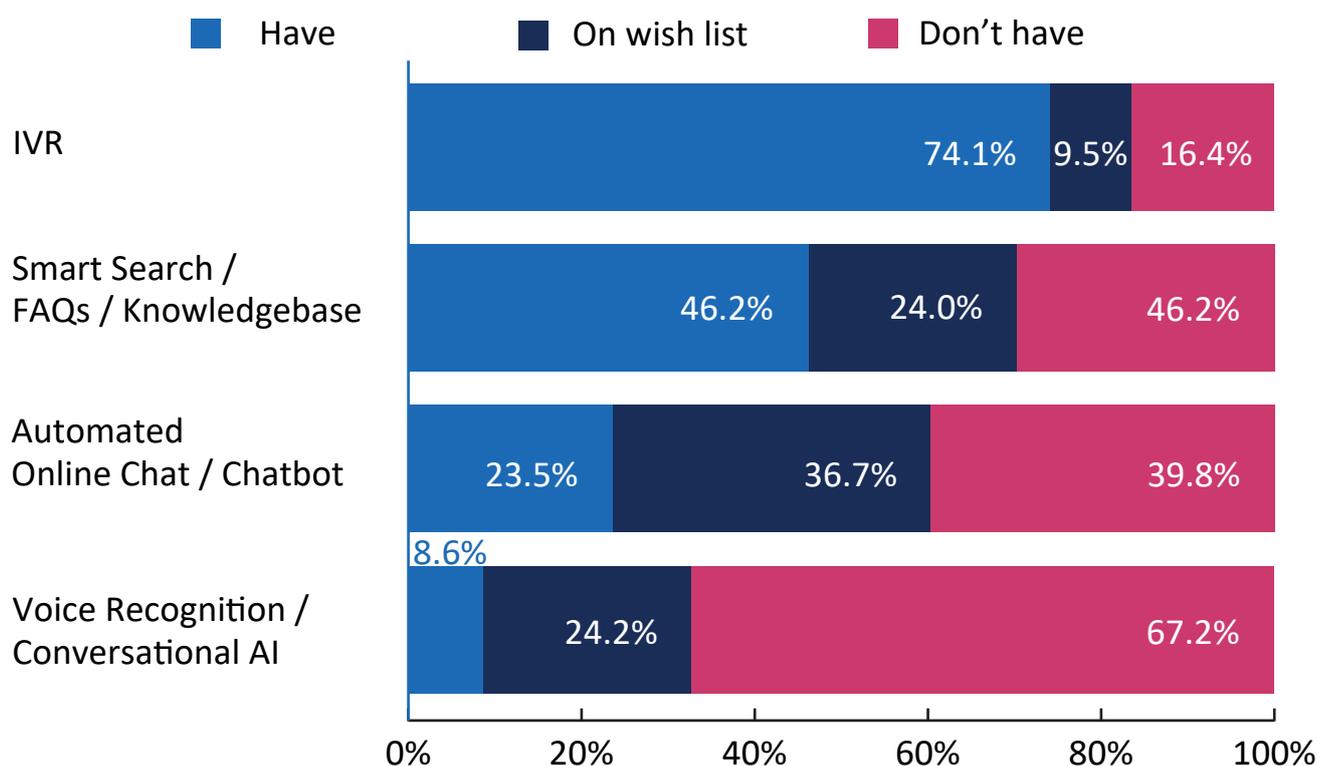
Less Than Half of Contact Centres Make Use of FAQs

According to our results, only 46.2% of organisations have a set of FAQs available to customers – usually through the organisation’s website.

This is surprising, as FAQs are a cost-effective method of lowering repeat contacts and reducing customer effort, as a customer can do a simple internet search to find an answer instead of having to ring the contact centre.

However, it is good to see that almost three-quarters of contact centres (74.1%) have self-service options available through their IVR. This makes the IVR the most popular method of self-service.

Which Self-Service Options Do You Offer for Customer Service?



Self-Service AI Is Set to Soar

While 23.5% of contact centres already automate online chats, and a further 8.6% utilise voice recognition/conversational AI, many of our contact centre professionals have these technologies on their wish list.

In fact, 36.7% of our industry professionals stated that they wish to have automated chat or chatbots, while 24.2% said that voice recognition or conversational AI was something that they would be interested in investigating in the future.

With such an interest in AI technologies, it is possible to conclude that this form of self-service will become increasingly mainstream in the years to come.

When Did You Last Make Changes to Your Self-Service System?

14% of Contact Centres Have Made Changes to Their Self-Service Systems in the Past Week

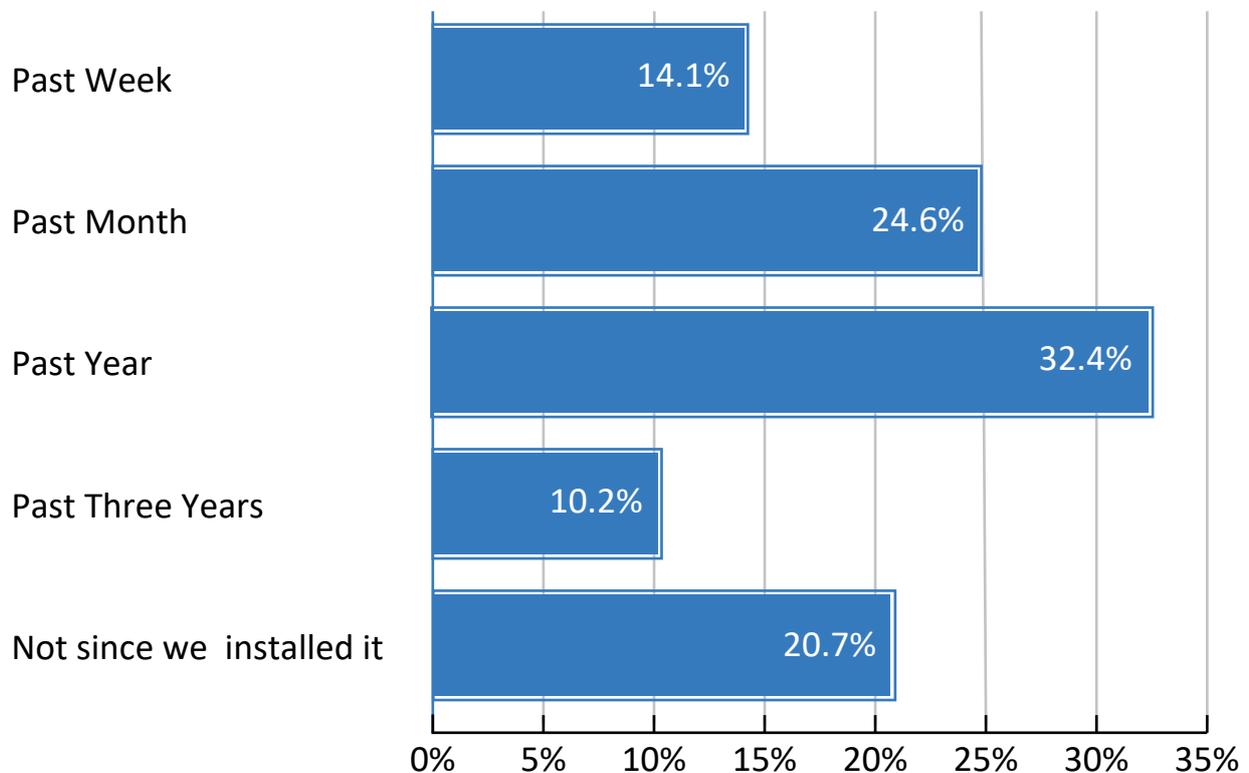
In good news, almost 15% of contact centres are keeping a close eye on their self-service systems and making constant improvements to them, as our findings suggest.

It is great to track customer satisfaction on self-service channels as if they were a customer-facing channel, so you can ensure that you are providing the best possible service, no matter the customer's channel preference.

So, it's good to see that a combined 38.7% of contact centres are tracking and making changes to their self-service systems on at least a monthly basis. However, to say that the results are a mixed bag would be an understatement. In fact, 20.7% of contact centres have not made any changes to their self-service system since implementation.

While some self-service systems may require more maintenance than others, it is important to track the effectiveness of your proposition.

When Did You Last Make Changes to Your Self-Service System?



What Have You Tried to Do to Increase the Take-Up of Self-Service?

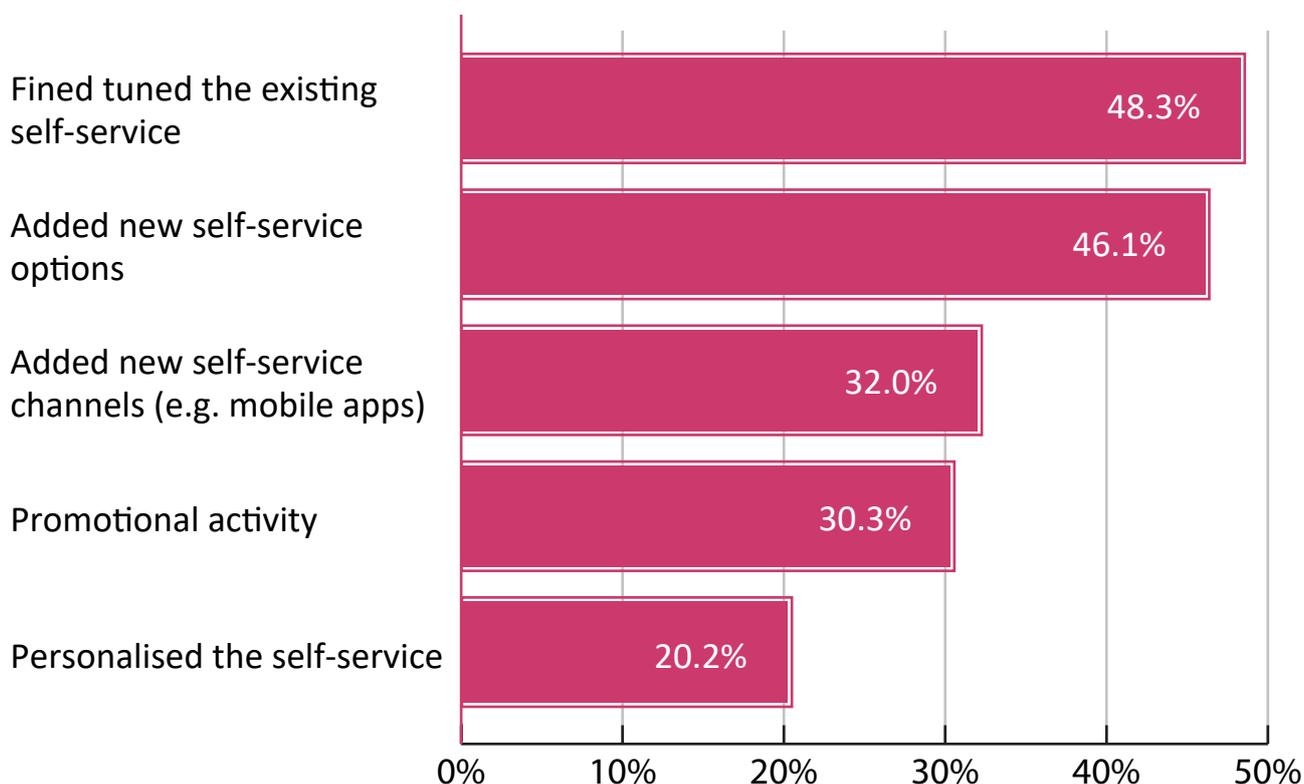
Only 30% of Contact Centres Actively Promote Their Self-Service Options

Surprisingly, almost 70% of contact centres fail to promote their self-service options, which negatively impacts self-service take-up and likely increases contact centre traffic.

One reason for this could be that marketing has control of the company website, making it difficult for the contact centre to signpost self-service options to the customer.

Another explanation could be that self-service has a low satisfaction rate, so the contact centre avoids publicising the option, at least until improvements have been made to the channel.

What Have You Tried to Do to Increase the Take-Up of Self-Service?



More Than One in Five Contact Centres Personalise Self-Service

In better news, 20.2% of contact centres are now taking the time to personalise self-service – putting effort into making the most of the customer data they collect.

However, it is good to create a personalisation strategy from scratch, so it's perhaps best to ignore your current processes and think about the wider scheme of things. This means that you can create a personalisation plan across all contact centre channels, including self-service.

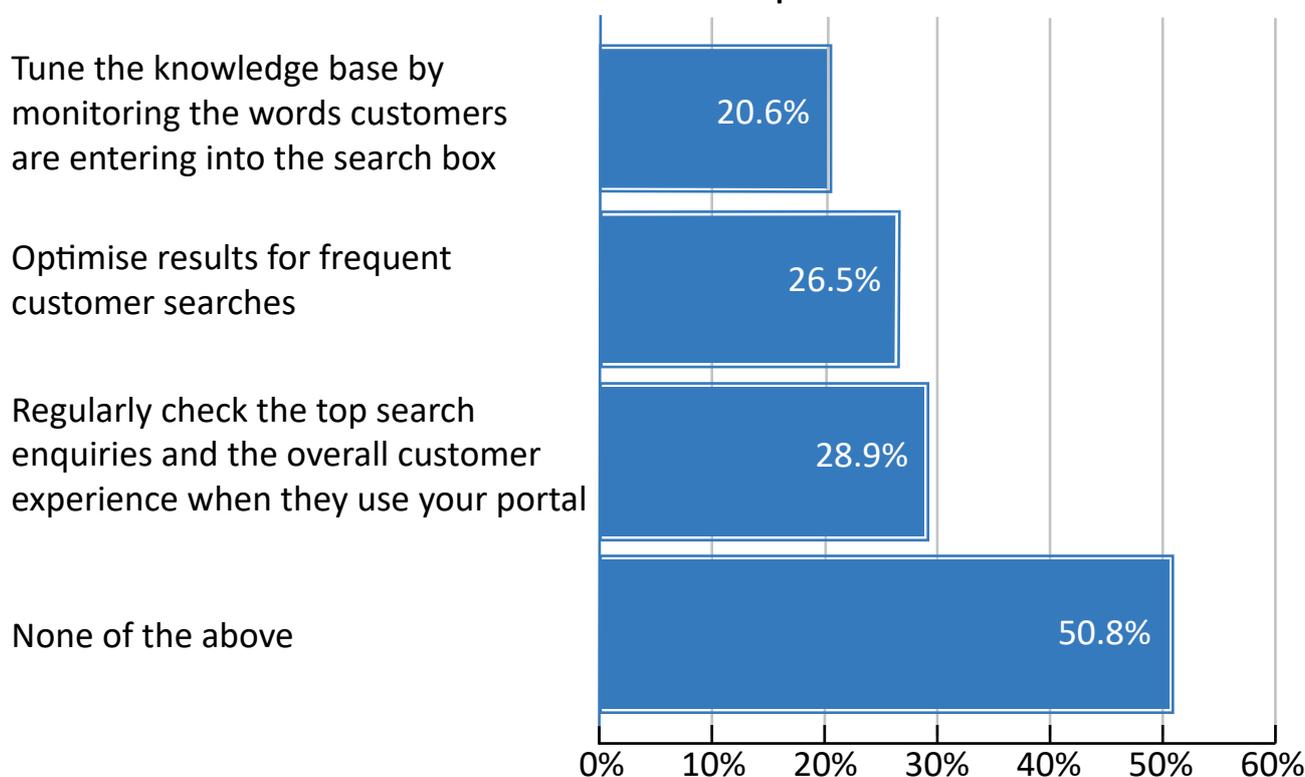
Which Practices Do You Keep in Place to Continually Improve Your Self-Service Options?

Many Contact Centres Ignore Best Practices for Improving Self-Service

Our results show that over half of our contact centre professionals don't employ best practices to continually improve their self-service offering.

These results indicate that there is a culture in many contact centres of installing self-service without making efforts to improve its value to the customer. This is likely because of a lack of resources and time that prevents advisors from offering their dream customer service.

Which Practices Do You Keep in Place to Continually Improve Your Self-Service Options?



Some Contact Centres Do Make Changes Based on Customer Queries

The most common best practice to continually improve self-service is to regularly check the top search enquiries and the overall customer experience when customers use the system, as 28.9% of contact centres do.

Slightly less popular methods include optimising results for frequent customer searches (26.5%) and tuning the knowledge base by monitoring the words customers are entering into the search box (20.3%).

How Integrated Is Self-Service Within Your Contact Centre?

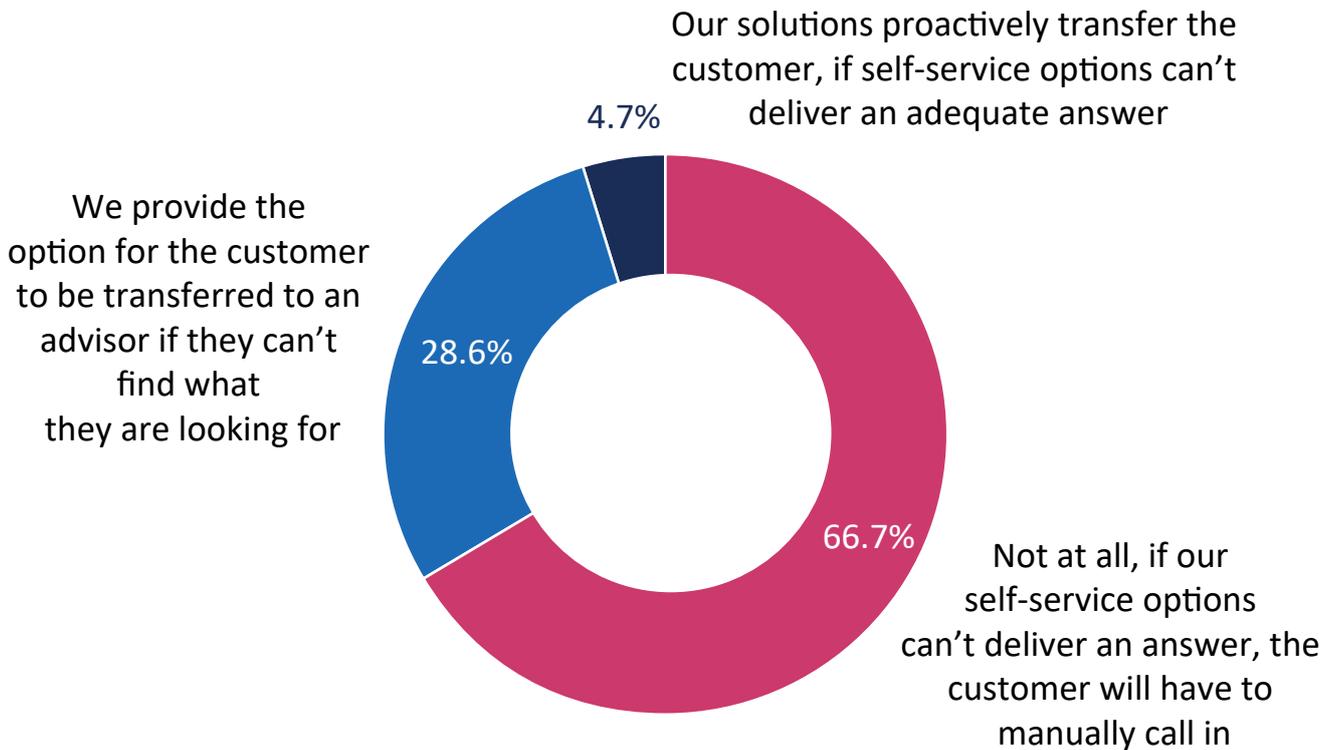
Two-Thirds of Contact Centres Don't Provide an Escalation Path for Self-Service

66.7% of industry professionals revealed that they do not integrate their self-service solution with other contact centre channels.

Having a clear escalation path in place ensures that there are no “dead ends” within your self-service system, so that the customer knows where they can find extra support if required.

Of those who do offer an escalation path, the preferred method of doing so is to provide the option for the customer to be transferred to an advisor if they can't find what they are looking for (28.6%).

How Integrated is Self-Service Within Your Contact Centre?



Outbound Dialing

The outbound dialing contact centre chapter is sponsored by Diabolocom



Diabolocom is a software publisher and telecommunications operator that offers an omnichannel cloud solution for sales, customer service, and contact centres.

Thanks to its speed of implementation, its intuitive interface that is fully integrated in the main CRM on the market, and local business support, Diabolocom allows companies to offer benchmark customer experiences and improve their operational performance.

Diabolocom supports the digital transformation of more than 250 companies in 20 countries, including: Engie, Air Liquide, Saint Gobain, Essilor, Dekra, Mister Auto, Meetic Group, Coyote, PhotoBox, Moonpig, Smartbox, Wonderbox, Decathlon, Galeries Lafayette, Carrefour, Bonduelle, Webhelp, Tessi, Comdata... etc.

www.diabolocom.com

Which Type of Dialler Do You Use?

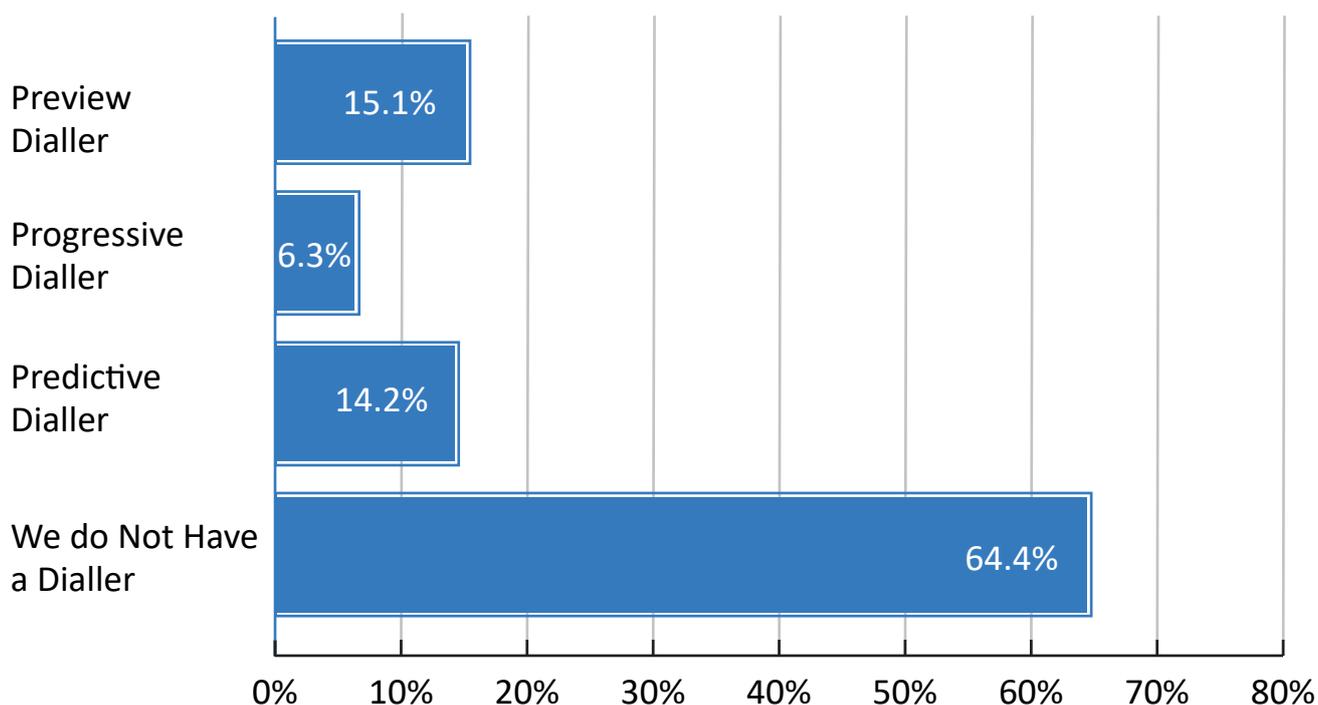
Preview Diallers Are the Most Common Type of Contact Centre Dialler

Preview diallers, which are used by 15.1% of contact centres, are the most commonly used type of dialler within the industry. They work by automatically dialling an outbound number after a predefined period, giving the advisor a certain amount of time to preview the customer's details.

Predictive diallers, which were selected as the second most popular form of dialler in our poll, instead launch calls out to potential customers at a pace defined by a pacing algorithm. This algorithm automatically monitors advisor activity and calculates when is best to dial the contact. It is the most sophisticated of the three dialler types.

The third-placed dialler was the progressive dialler, which is now used by only 6.3% of contact centres.

Which Type of Dialler Do You Use?



However, Most Contact Centres Do Not Use Diallers

While there are contact centres that use each of the three dialler types listed, most contact centres operate without a dialler.

Although diallers are often integrated with CRM systems, these results perhaps show that many contact centres usually only receive inbound calls and do not make a large number of outbound calls. After all, diallers are much more valuable to those contact centres make lots of outbound calls, day after day.

What Problems Do You Face With Outbound Dialling?

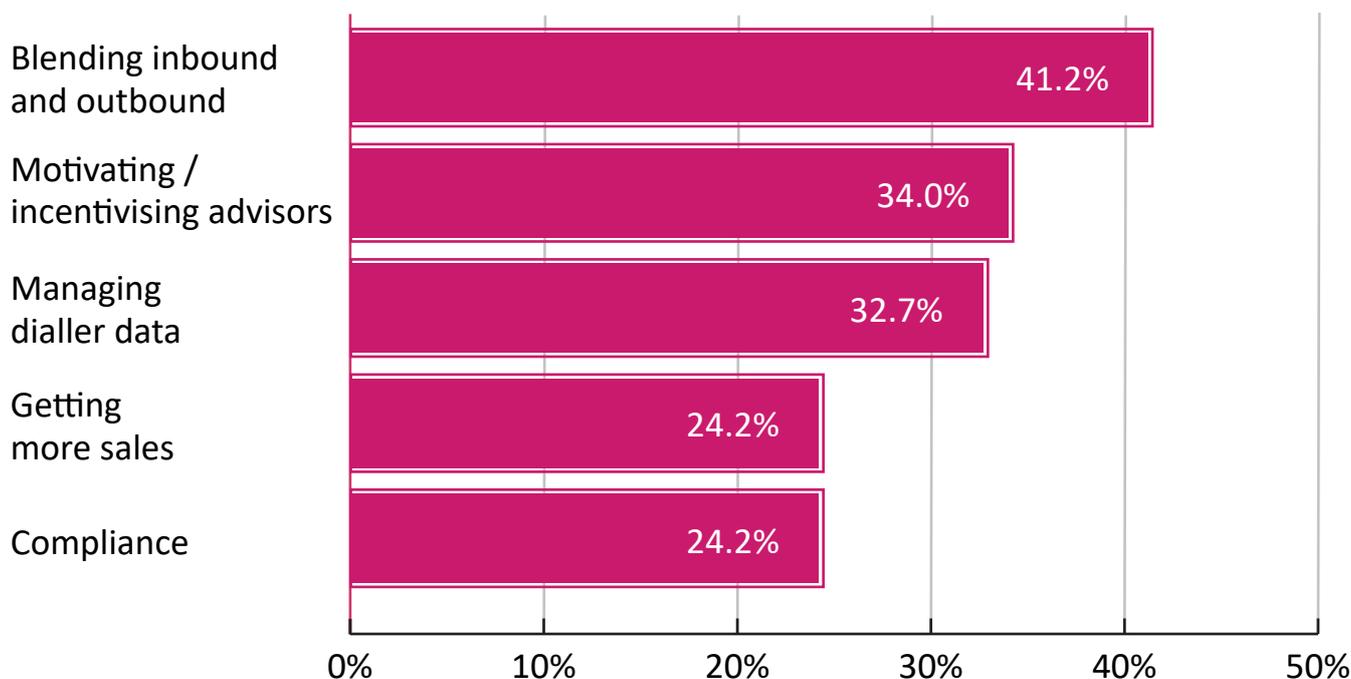
Contact Centres Struggle to Blend Inbound and Outbound Calls

41.2% of contact centres struggle when blending inbound and outbound calls, making it difficult to give advisors all of a customer's information to ensure the best possible outcome.

This is not surprising as many contact centres are yet to move to the cloud, making it more difficult to blend inbound and outbound calls, as well as manage dialler data – the third biggest issue on the list.

Having a dialler in the cloud will make it easier to manage dialler data, while also enabling the contact centre to synchronise tracking and reporting.

What Problems Do You Face With Outbound Dialling?



Motivating Advisors Is Another Key Struggle

Outbound dialling is often more tricky than inbound dialling, because the person at the other end of the phone is likely to be less willing to engage in the conversation.

It is therefore no wonder that 34.0% of our survey participants revealed that they struggle to motivate advisors making outbound calls.

There are a number of things that can improve an advisor's motivation, like coaching resilience and removing repeat technical faults, but the first step will likely be surveying advisors to find out what more can be done to support them.

How Do You Define the Time that an Outbound Call Is Made?

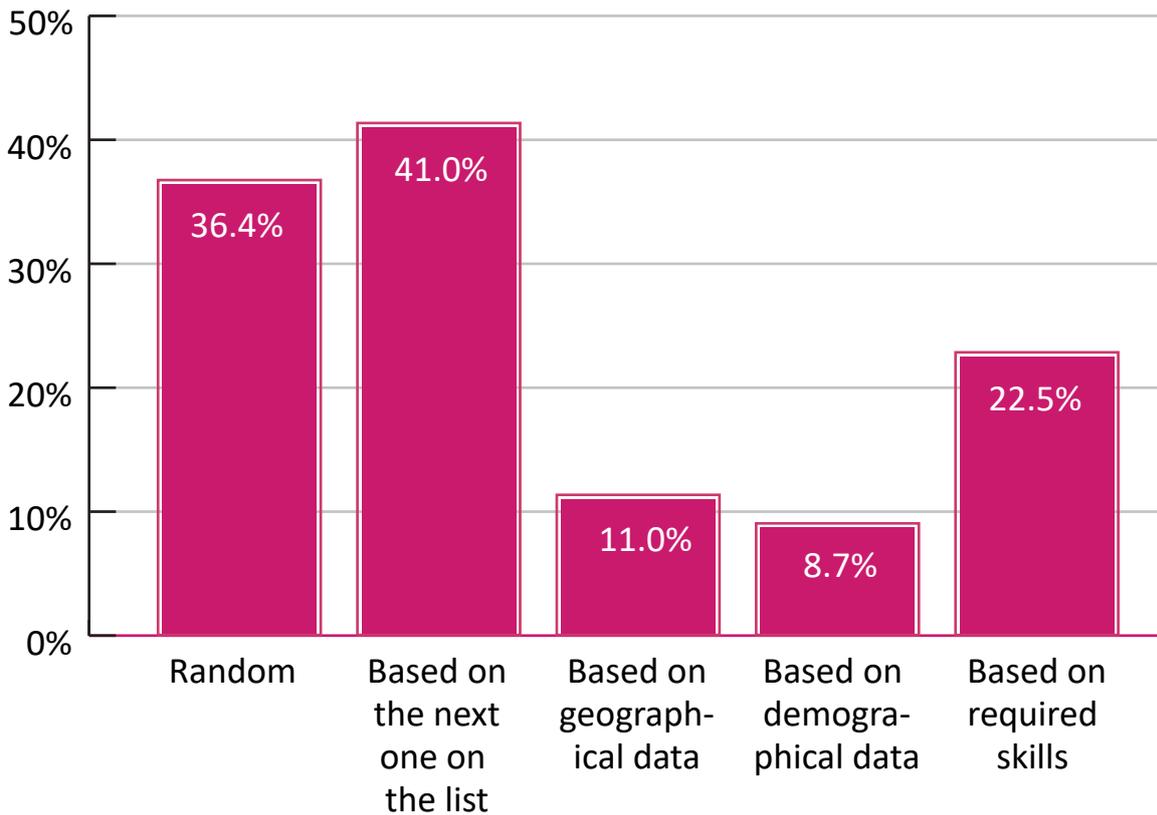
Time Definitions for When to Make the Next Outbound Calls Are Rarely Complex

In 36.4% of contact centres, the time taken between outbound calls is not based on any sort of measure and is instead decided randomly by advisors.

Also, 41.0% of contact centres simply base the time between outbound calls on the next one on the list, making this the most common method of defining a time. Some contact centres base the time on more sophisticated measures, including geographical data (11.0%) and demographic data (8.7%).

However, the most common sophisticated method is to set the time based on required skills. This involves holding an outbound call until an advisor with the most applicable skillset becomes available.

How Do You Define The time That an Outbound Call Is Made?



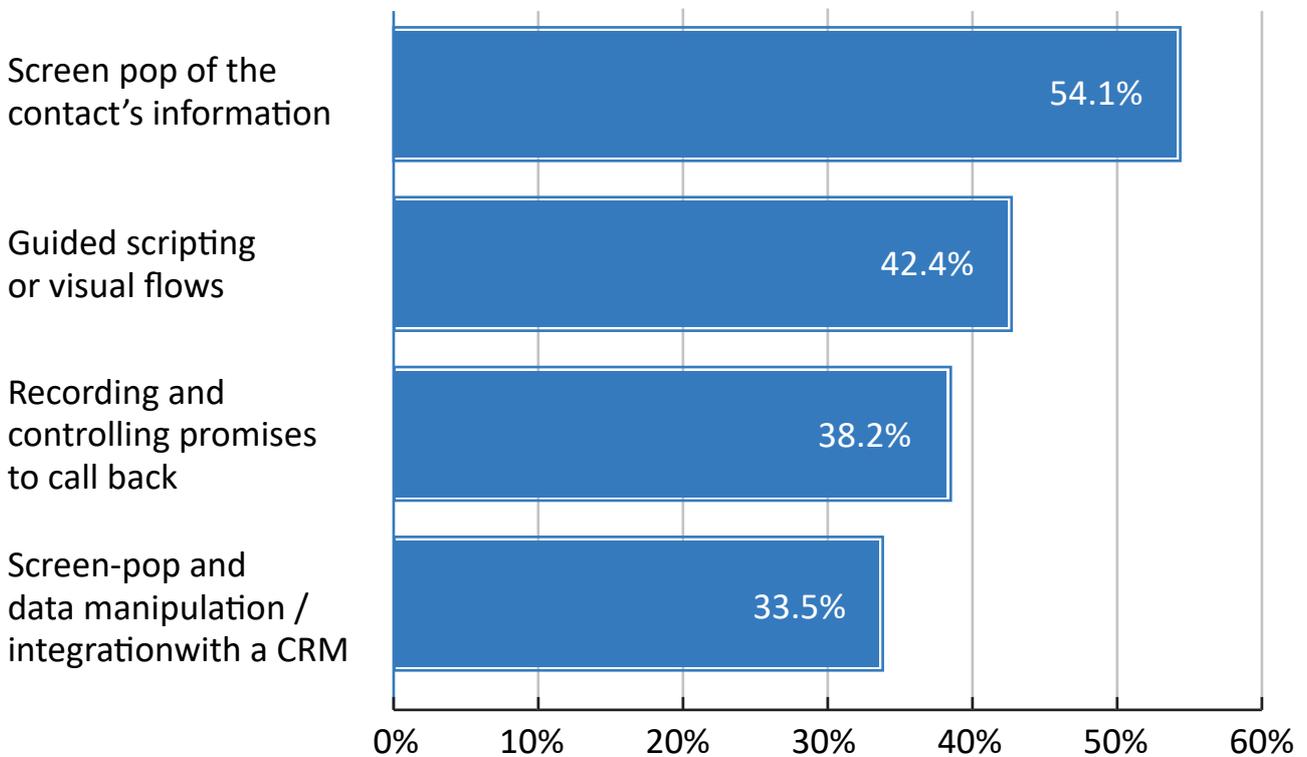
How Do You Support Your Advisors?

Over Half of Contact Centres Use Screen Pop

54.1% of contact centres now employ a screen pop to display the contact's information, making it easier for advisors to find key details that will enhance both their own and the customer's experience.

Many of these contact centres use screen pop alongside data manipulation / integration with a CRM for even great insight. In fact, over one-third of contact centres now do this (33.5%).

How Do You Support Your Advisors?



Guided Scripting and Visual Flows Are Becoming Popular Contact Centre Tools

Contact centres are often stuck between a rock and a hard place when it comes to scripting calls. They want to empower and further engage advisors by removing rigid scripts, but they struggle to find the resources to equip advisors with the necessary knowledge to do so.

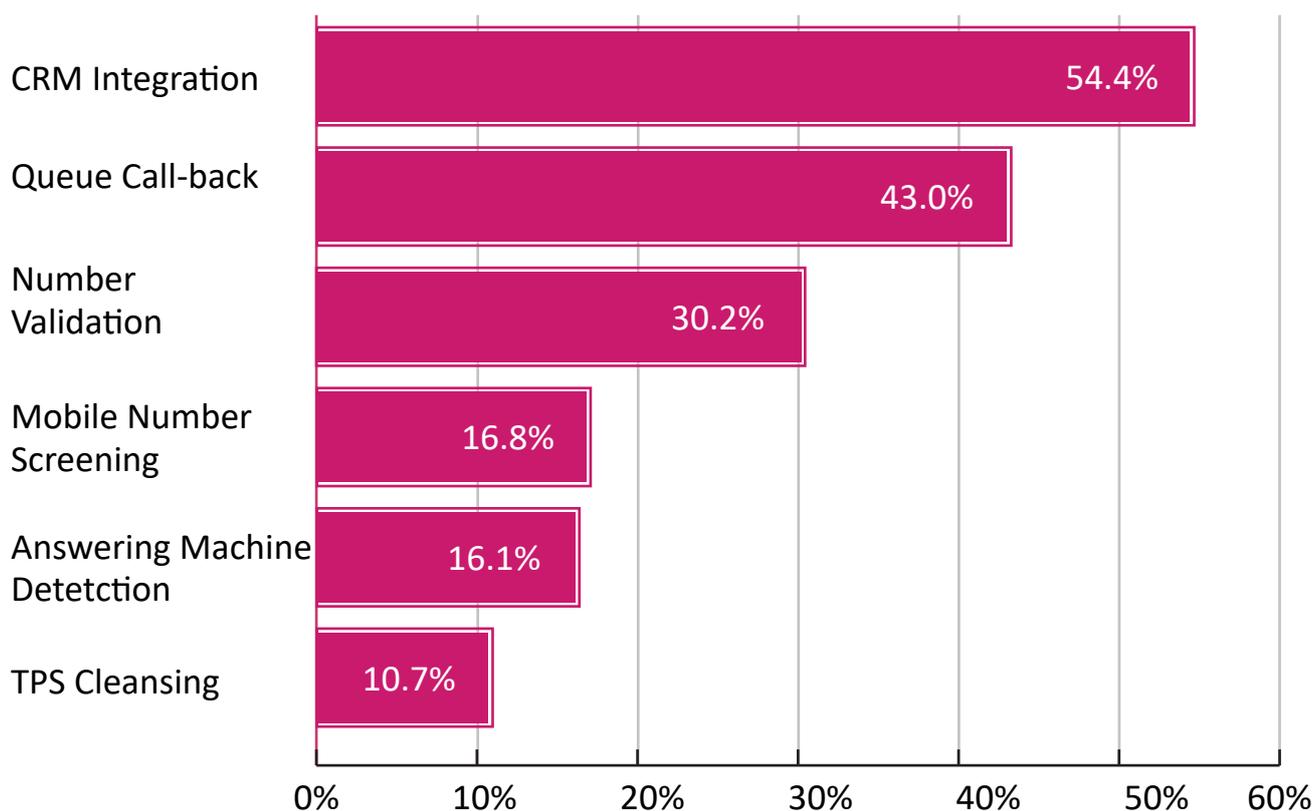
So, guided scripting and visual flows are seen to be a good middle ground and are seemingly being used more and more in contact centres, with 42.4% now employing the required technology.

Which Advanced Technologies Do You Use?

Over Half of Contact Centres Now Integrate Their CRM With Other Systems

CRM integration is something that 54.4% of contact centres now employ technology to accomplish, providing them with benefits that go beyond helping advisors gather customer information.

Which Advanced Technologies Do You Use?



Queue Call-Backs Are Growing in Popularity

Queue call-backs enable customers who have entered a long queue to leave their phone number and hang up so they don't have to wait on the phone. An advisor will then phone them back later.

The technology that enables this functionality is now used by 43.0% of contact centres and can be really helpful in showing that you value your customers' time, especially during unexpected peaks in contact volumes.

Another technology that was included in our list and seems to have grown in popularity is number validation, which is now installed in as many as 30.2% of contact centres.

Headsets

The headsets chapter is sponsored by Jabra



At Jabra we have unique expertise through professional sound - we help businesses, large and small to reach their full potential and keep one step ahead of the competition.

To aid productivity and increase customer satisfaction within the UK&I contact centre industry we have developed a range of headsets that can empower agents located within noisy working environments or at home.

Jabra professional corded and wireless headsets provide outstanding call quality and comfort, with noise-cancelling microphones, padded ear cushions and durable reinforced cords; ideal for people who talk for a living.

Unleash the Power of Conversation with Jabra.

www.jabra.co.uk

Do You Offer Your Advisors a Choice of Headset?

The Majority of Advisors Are Not Offered a Choice of Headset

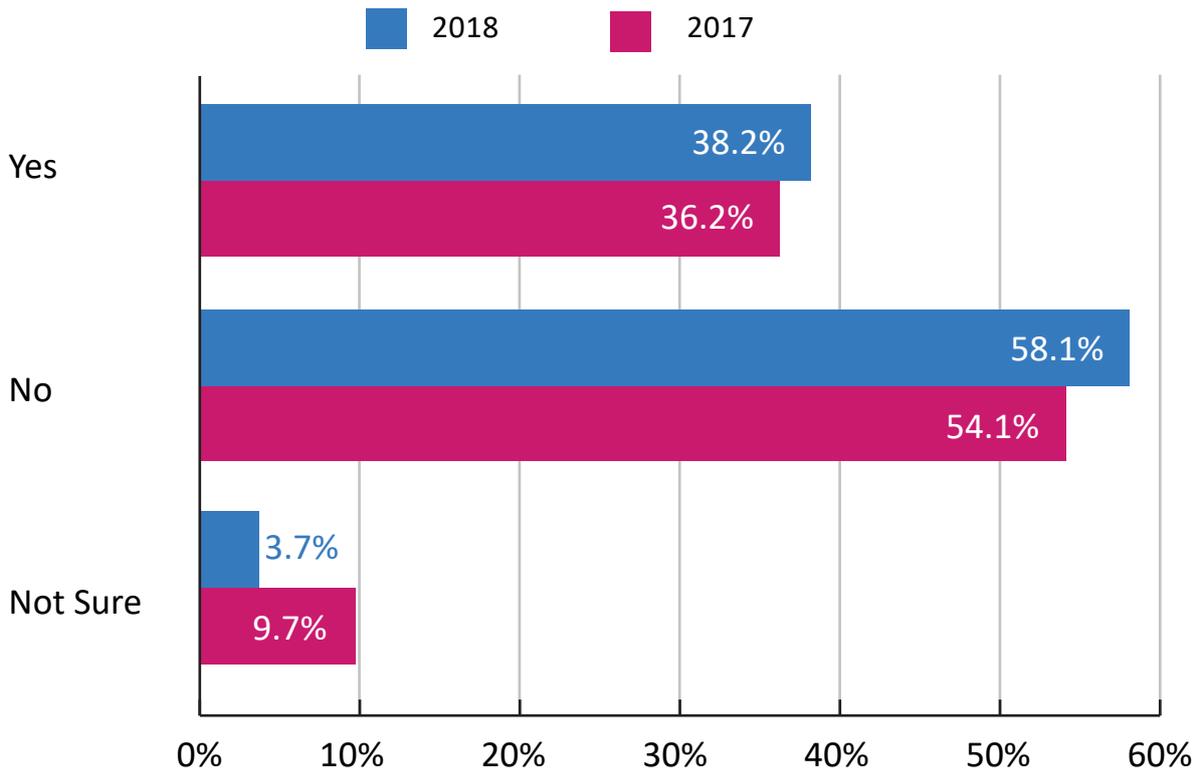
Just 38.2% of contact centres provide their advisors with a choice of headsets, allowing team members to choose the style that best suits them and offers the most comfort.

As it is often a matter of personal choice as to which headset is better, offering staff different options can improve the overall satisfaction of the team.

Although this may seem to be a minor detail, some advisors find that headsets don't meet their needs for comfort or functionality, which can have a direct impact on productivity.

However, while the percentage of contact centres that offer a choice to advisors is still low, it has increased by two percentage points since 2017, indicating that an increasing number of contact centres are recognising the link with advisor satisfaction.

Do You Offer Your Advisors a Choice of Headset?



Are You Using Wireless Headsets?

Over 30% of Contact Centres Are Using Wireless Headsets

Our results show that 30.1% of contact centres are now using wireless headsets, with a further 13.9% actively considering making an investment in the technology.

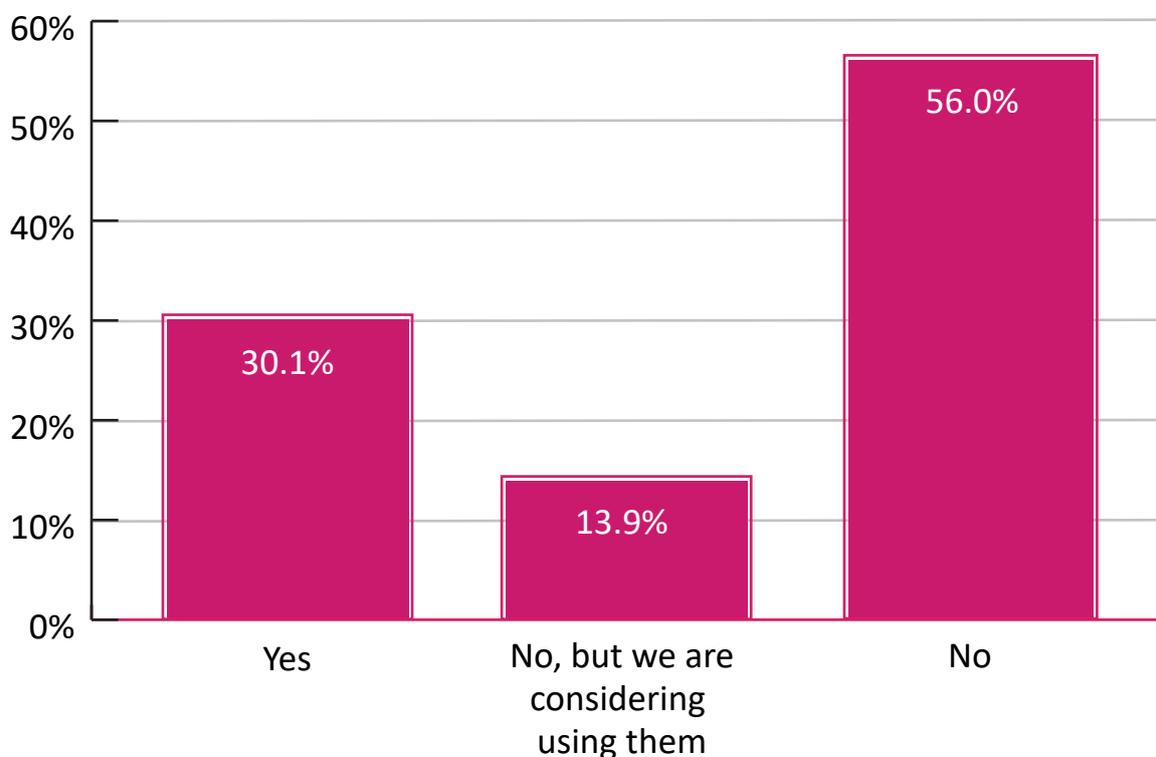
These figures indicate that the wireless revolution is finally beginning to enter the contact centre world, providing potential benefits of improved performance and morale.

So, how can wireless headsets improve performance? The answer to this lies in the advisor being able to stay on the phone as they move around the contact centre.

Also, wireless headsets can boost morale, as it removes the common sensation for contact centre advisors of being tethered to the desk.

Another hidden benefit to these headsets is that advisors can take calls standing up, which may help to build rapport, as most people sound more powerful and assertive when on their feet.

Are You Using Wireless Headsets?



Do Your Advisors Suffer From Loud Background Noise When on Calls That Causes Conversation Repetition?

Background Noise Is an Occasional Problem for 45.9% of Contact Centres

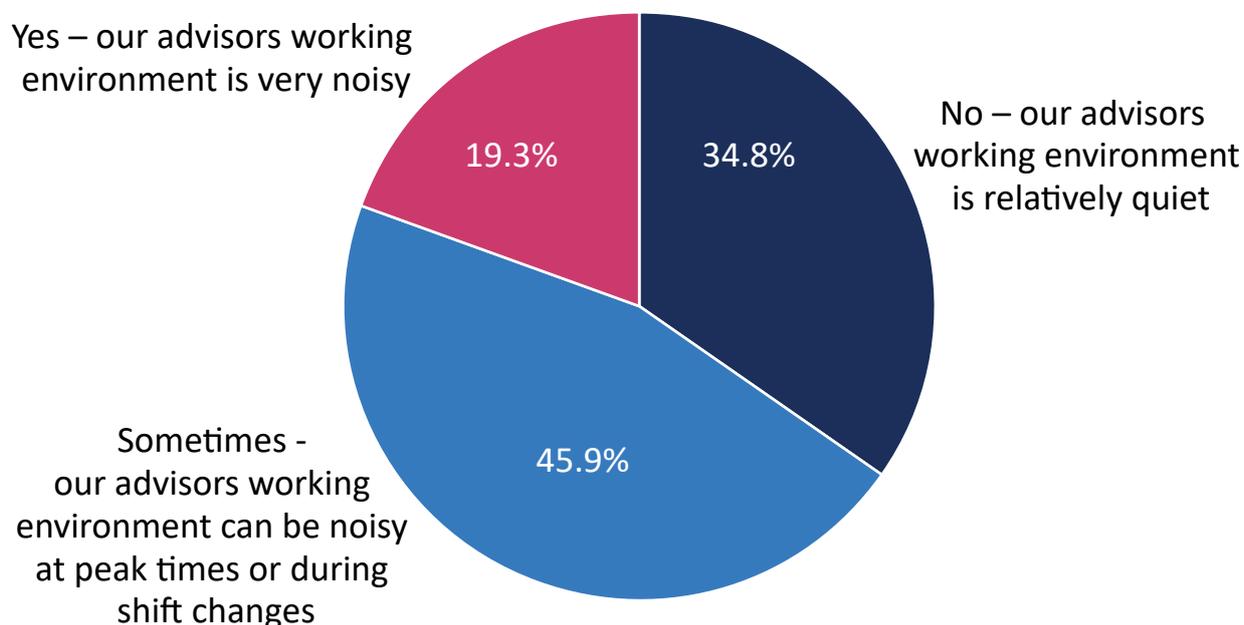
Almost half of contact centres occasionally suffer from background noise that causes conversation repetition. This generally occurs during peak call times and shift changes.

In addition to this, a further 19.3% informed us that it was a common problem which occurs more often than just at these certain moments. This background noise is stereotypical for contact centres and can often fill customers with a sense of dread.

However, there are contact centres that no longer suffer from background noise, with 34.8% of our respondents reporting that they work in an environment that is relatively quiet.

These contact centres will likely be using noise-cancelling headsets or have invested in a more abstract solution, such as installing acoustic ceiling tiles or implementing white-noise machines.

Do Your Advisors Suffer From Loud Background Noise When on Calls That Causes Conversation Repetition?



Are You Using a Softphone Client Rather Than Desk Phones?

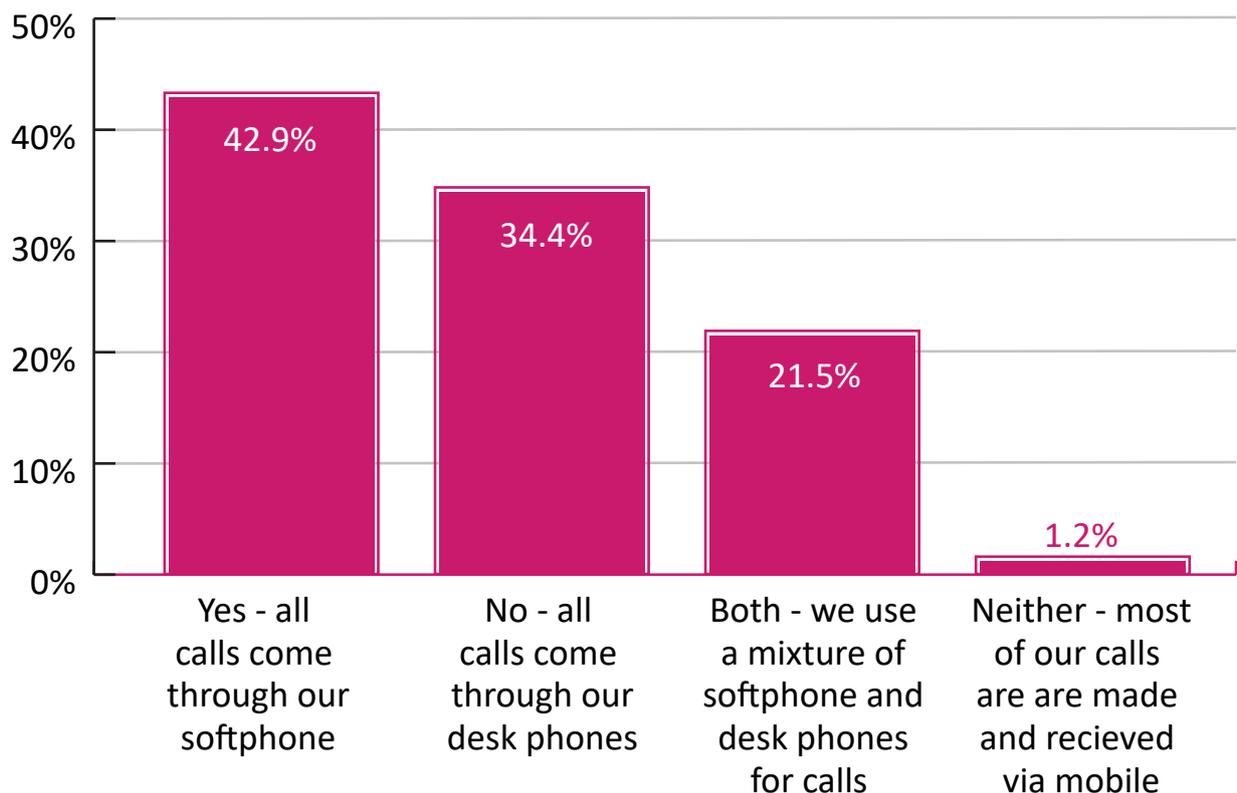
Softphones Are Now More Popular Than Desk Phones

According to our poll, 64.4% of contact centres are now using softphones. The majority of these contact centres use softphones for all inbound calls, while some use a mixture of their softphone client and traditional desk phones.

These findings highlight that contact centres are moving away from traditional PBX hardware, with the latest softphone models now being based on a plug-and-play functionality, such as that used in platforms such as Skype for Business.

However, 34.4% of contact centres are still using desk phones to handle all of their calls. While these phones are embedded in contact centre history, this hardware makes call management, personalising settings and creating call status dashboards much more challenging.

Are You Using a Softphone Client Rather Than Desk Phones?



Would It Be Useful to Have a Headset That Can Provide Real-Time Information to Your Advisors About Call Quality?

Contact Centres Are Interested in Real-Time Headsets

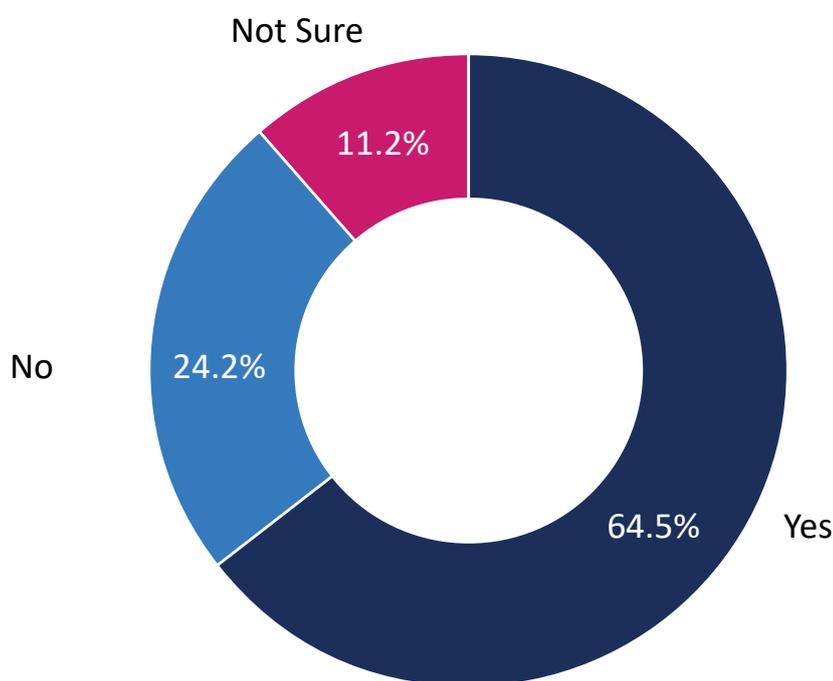
Our findings suggest that most contact centres believe that it would be useful to have a headset that could provide real-time information about call quality to the relevant advisor, with 64.5% of our industry professionals answering “yes” to the question above.

These headsets come with sensors that instantaneously provide advisors with real-time information about their current audio settings.

Also, this type of headset can be better for security, as when the advisor is away from their desk, the headset will be able to detect that they are not available, before triggering the PC to lock itself automatically.

The majority of the remaining contact centres surveyed admitted that they were not sure of the benefits of having a real-time headset, so could not give a definite answer.

Would It Be Useful to Have a Headset That Can Provide Real-Time Information to Your Advisors About Call Quality?



This Survey was Sponsored by

Business Systems - businesssystemsuk.com

At Business Systems we have been specialising in workforce optimisation and customer insight technologies for over thirty years. Our solutions range from recording and analytics of customer interactions and feedback, through to quality monitoring, workforce management, and process automation.



Diabolocom - diabolocom.com

Diabolocom is a software publisher and telecommunications operator that offers an omnichannel cloud solution for sales, customer service, and contact centres.



Genesys - genesys.com

Genesys powers more than 25 billion of the world's best customer experiences each year. Their success comes from connecting employee and customer conversations on any channel, every day.



IFS World - ifsworld.com/CustomerEngagement

IFS Customer Engagement provides a complete solution to transform the contact centre: combining omni-channel contact technology with Customer Service CRM software in a single, uniquely configurable, AI-powered agent desktop.



Jabra - jabra.co.uk

Jabra professional corded and wireless headsets provide outstanding call quality and comfort, with noise-cancelling microphones, padded ear cushions and durable reinforced cords; ideal for people who talk for a living. Unleash the Power of Conversation with Jabra.



NICE InContact - niceincontact.com

NICE inContact is the cloud contact center software leader, empowering organizations to provide exceptional customer experiences with the world's No. 1 cloud customer experience platform, NICE inContact CXone.

