Today's insights and tomorrow's contact centres

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Data Insights Decisions

Syntec

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Five Techniques

1. Running multichannel service

2. Exploring video

3. Responding to fluctuating demand

4. Support your agents with training & development

5. Handling regulatory, data security and privacy imperatives

How would you rate your contact centre?

88% Excellent call routing systems
84% 100% secure card payments
78% Latest technology
78% Capturing customer feedback
76% Customer service driven culture
74% Activity reporting
74% Sales driven culture
70% Cross functional coordination
68% Great working atmosphere
68% Cost driven culture

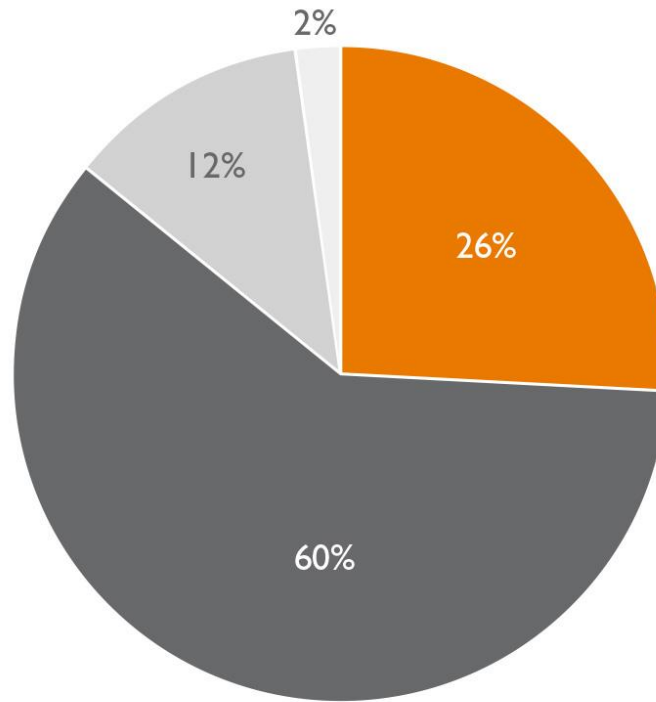davies hickman
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Customer Satisfaction falls

- Institute of Customer Service's UK Customer Satisfaction Index (UKCSI) in July 2014 confirmed a national downward trend in customer satisfaction

- Customer satisfaction declined across 12 of the 13 sectors of the 197 organisations surveyed

- Syntec's own consumer tracking research (annually with 500 UK consumers) highlights concerns about payment card fraud in call centres

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Please select the top three improvements that should be made to your contact centre/s from the following list?

	First	Second	Third	Total
Improved multichannel integration to improve customer service	30%	14%	8%	52%
Video chat with customers	14%	14%	12%	40%
Card payment security should be improved	8%	12%	18%	38%
Improved systems to meet fluctuating call demand	14%	6%	14%	34%
Advisors can take calls wherever they have connection	6%	10%	16%	32%
Disaster recovery systems	12%	14%	4%	30%
Remove old legacy technology systems which are difficult to use	10%	14%	6%	30%
More home working for employees	6%	10%	10%	26%
Better IVR system	0%	6%	12%	18%

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What is your strategy for using hosted (cloud) contact centre technology?

2%

12%

26%

60%

- 🟧 We already use hosted contact centre technology
- ⬛ We plan to use hosted contact centre technology in the next year
- ⬜ We have no plans to use hosted contact centre technology
- ⬜ Don't know

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Top 3 benefits of new contact centre technology

	First	Second	Third	Total
Individualising customer experiences, agents informed about customers before the call	18%	8%	18%	44%
Improve agents' knowledge with access to call recordings for training	18%	12%	8%	38%
Customers can contact us using any channel they wish	16%	14%	6%	36%
Better call routing from IVR menu system	2%	14%	18%	34%
Calls and other contacts are well routed, logged and recorded	10%	8%	14%	32%
Secure card payments (PCI DSS compliant)	4%	18%	10%	32%
Low capital costs and improved operating costs	10%	14%	6%	30%
Low on-going maintenance costs	4%	8%	8%	20%
Up to date multichannel technology	8%	2%	10%	20%
Easy set-up and number allocation	10%	2%	2%	14%

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Re-branding the call centre

"Customer Hang Out"

"Customer Communications Platform"

"Customer Support"

"Customer Service Centre"

Source: Contact Centre Decision Makers, 2014.

When making card payments which is the most secure?

Chip and Pin
59%

Payments over a secure website
15%

Self-service Machines (e.g train tickets)
10%

Telephone payments to call centre agents
1%

Don't know 15%

Syntec Telecom consumer research June 2014

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Source: 500 UK Consumers, 2014.

Do you believe call centre agents may commit fraud directly or indirectly by stealing personal data and credit card details they take from customers over the phone?

Yes, often
16%

Yes, sometimes
65%

No
6%

Don't know 13%

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Has the risk of fraud when giving your credit/debit card details over the phone to a call centre made you reluctant to pay for a product or service?

Yes 60% { Yes, often 19%
Yes, sometimes 41% }

No 19%

Don't make phone payments 22%

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Source: 500 UK Consumers, 2014.

Card Payments and Call Centre Security: How should organisations best avoid fraud in call centres?

Bar chart:
- Use technology to hide card details from the agent: 46%
- Only allow payments by a secure website: 20%
- Do regular audit checks on agents: 15%
- Let only selected agents in 'clean rooms': 11%
- None of these: 7%

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Source: 500 UK Consumers, 2014.