Today's insights and tomorrow's contact centres

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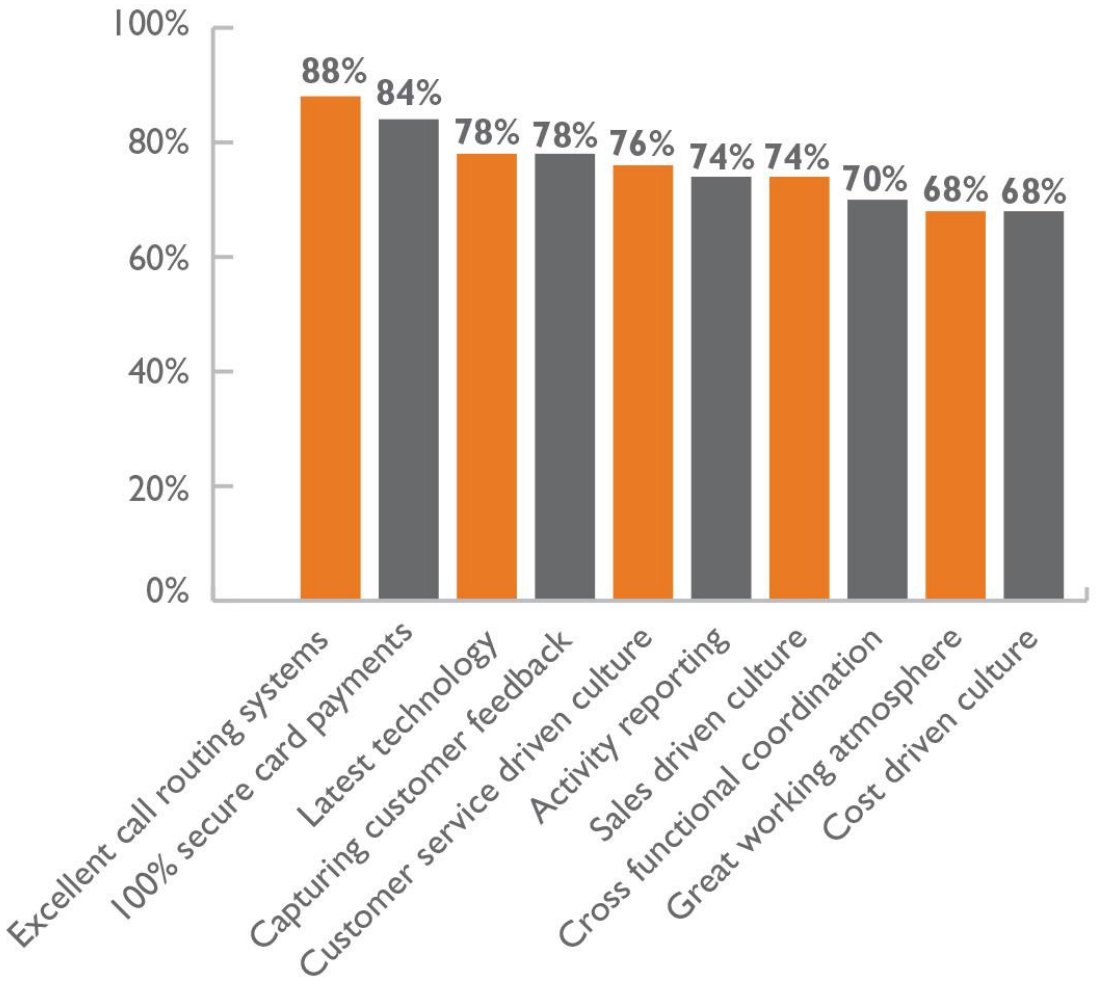
Data Insights Decisions

Syntec
Integrated contact centre systems

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?



Source: 50 IT Decision Makers Call Centres, 2014.

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

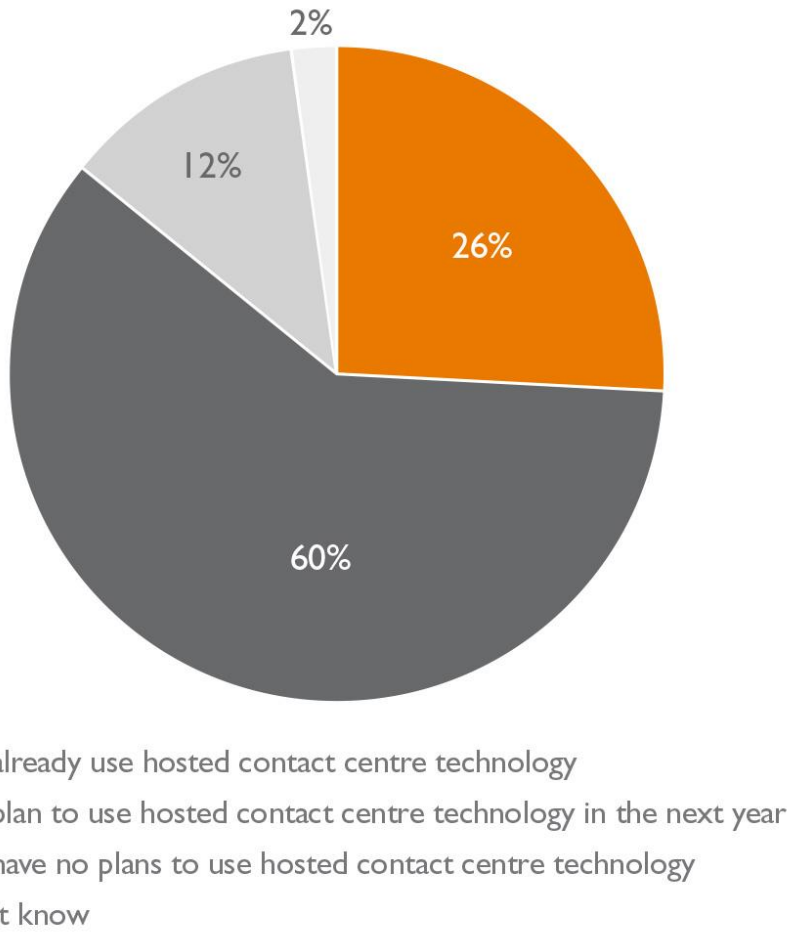
Source: ICS 2014 & Syntec 2014.

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%

Source: 50 IT Decision Makers Call Centres, 2014.

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



Source: 50 IT Decision Makers Call Centres, 2014.

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%

Source: 50 IT Decision Makers Call Centres, 2014.

Re-branding the call centre

"Customer Hang Out"

"Customer Communications Platform"

"Customer Support"

"Customer Service Centre"

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Source: Contact Centre Decision Makers, 2014.

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Source: 500 UK Consumers, 2014.

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Source: 500 UK Consumers, 2014.

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% }

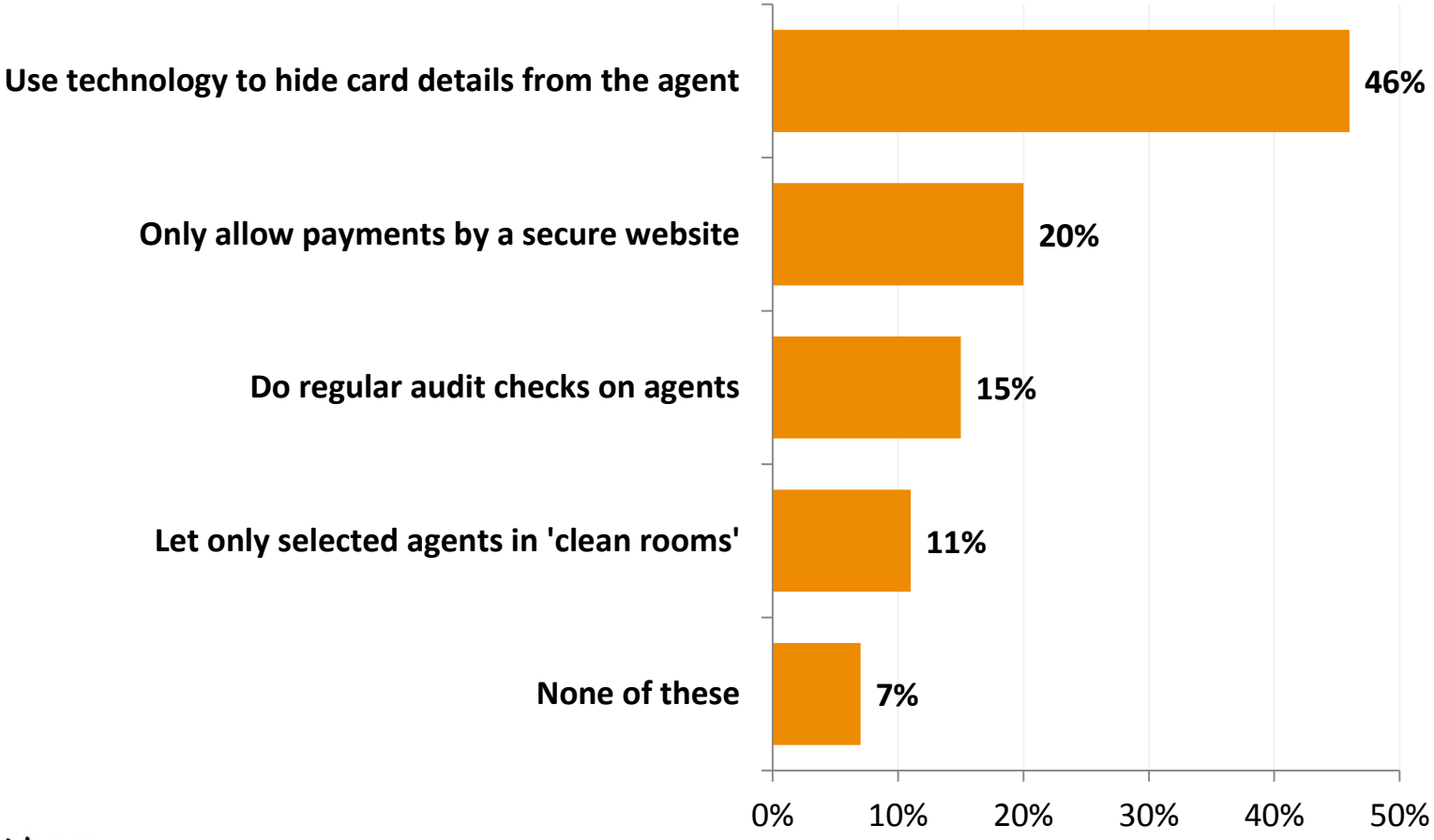
No 19%

Don't make phone payments 22%

Syntec Telecom consumer research June 2014

Source: 500 UK Consumers, 2014.

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



Source: 500 UK Consumers, 2014.