



# The autonomous customer 2021: cloudy with a chance of AI

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# Understanding the evolving consumer and contact centre agent experience



Independent online research conducted by Davies Hickman Partners with 5,016 consumers, a nationally representative sample in each country, completed in Nov/Dec 20. 300 contact centre agents and team leaders across India, UK and USA

## Overall themes:

expectations of easy customer service are still high

**77%**

I buy more from companies which have **excellent customer service** (76% in 2019)

**71%**

Consumers buy more from companies that **make it easier** to do business with them (76% in 2019)

**73%**

I find dealing with organisations around customer service issues **tiring and exhausting** (64% in 2019)

**58%**

**Convenience** is more important than price (51% in 2019)

**40%**

Say they are **more likely** to buy products and services **online** in the future (33% will go shopping less)

**82%**

Say they **could not** purchase a product or service online, make changes, choose a delivery slot, or pay for an order

**77%**

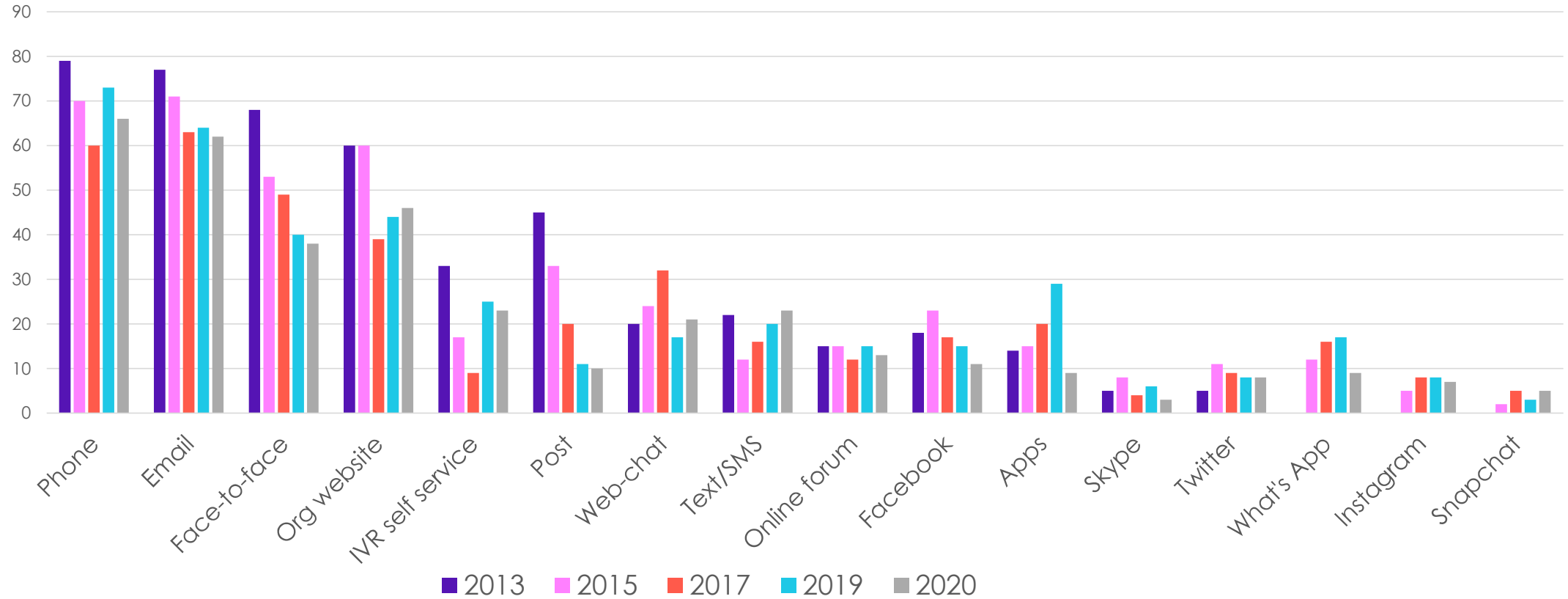
Consumers want organisations to offer **different channels** to meet their needs

**73%**

Customer service should be **available 24/7** (73% in 2019)

# Omni-channel shifts

Which of these methods of contacting organisations do you use currently? (UK)



## Omni-channel still rules

Consumers pick different channels based on their goal intention states

Which of these three ways of interacting with the organisations would you select?	Explore, research, get advice e.g. online, webchat, face to face / in-store	Make it fast and easy e.g. an App, online self-service technology	Give me immediate access to a well-trained employee e.g. someone to talk to on the phone
<b>Visionary</b>	47%	26%	21%
<b>Utilitarian</b>	22%	55%	19%
<b>Customer in crisis</b>	25%	24%	46%

# Experience of chatbots worsens

Are chatbots becoming IVR for digital?

To what extent do you agree with the following statements about Chatbots?

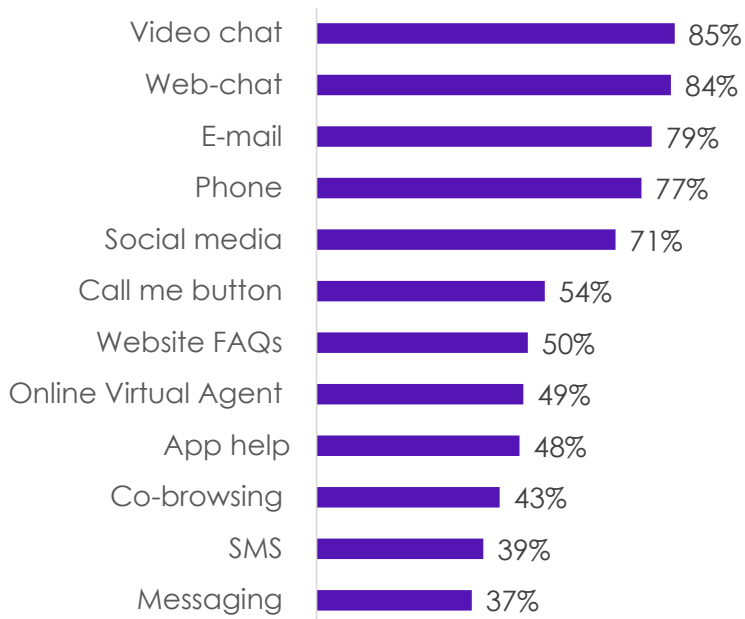




## Video killed the radio star?

Massive growth in usage during the pandemic, and enthusiasm for future usage in niche areas

Thinking of the most recent occasion when self-service proved difficult which of the following means of contacting organisations would you most like to use?



### Would use video chat to...

**75%**

Speak to your **Doctor or other health professional** (73%, 2019)

**77%**

Be shown how to **install** a product or service (77%, 2019)

**77%**

**Fix home technology** by getting advice (76%, 2019)

**71%**

Discuss where to leave a **delivery** (68%, 2019)

**71%**

Discuss **financial services** product (65%, 2019)

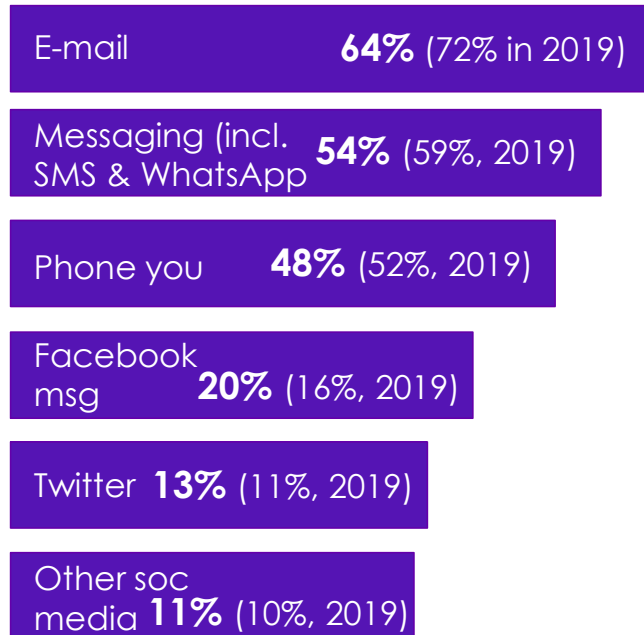
**70%**

Make a **complaint** (67%, 2019)

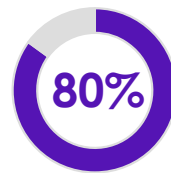
# Proactive Futures: but there is a fall in openness for outbound contact

Is this poor design or something else?

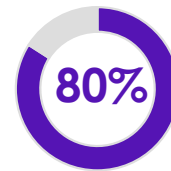
If orgs. become aware of issues or problems (e.g. delays, faults) how should they tell you?



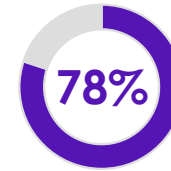
I would like a notification when...



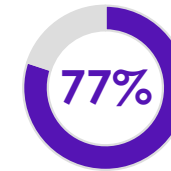
There are signs of fraud on my account



Reminders about appointments & deliveries



There is a problem with my product/ service



My policy/contract is due for renewal

# 72%

I like it when organisations notice I have been having difficulty with a website /completing an order and contact me directly to try and help (2019, 74%)

# 62%

The more information I give to organisations the better the level of customer service I expect to receive (2019, 67%)



## Agents have a difficult job to do

Contact centre agents face a range of challenges

# 69%

Agents say customers are more likely to ask **questions which are difficult** to answer (during pandemic)

# 29%

Agents say they need a discussion with a colleague or team leader to resolve **1 in 5 of their customer calls**, e-mails or messages

Saying they often take calls, emails or messages from people who are...

- 43% **Impatient**
- 39% **Very stressed**
- 31% **Rude**
- 30% **Serial complainers**
- 30% **Not listening**

## Agents agree...

We are a valuable part of the brand experience **87%**

We are part of the service the customer is paying for **87%**

We build loyal customers **83%**

# 83%

of customers say the last time they phoned a contact centre, they were doing one of the following at the same time...

**46%**  
On the internet

**17%**  
Cleaning

**31%**  
On social media

**26%**  
Eating food

**37%**  
Watching TV

**11%**  
Driving

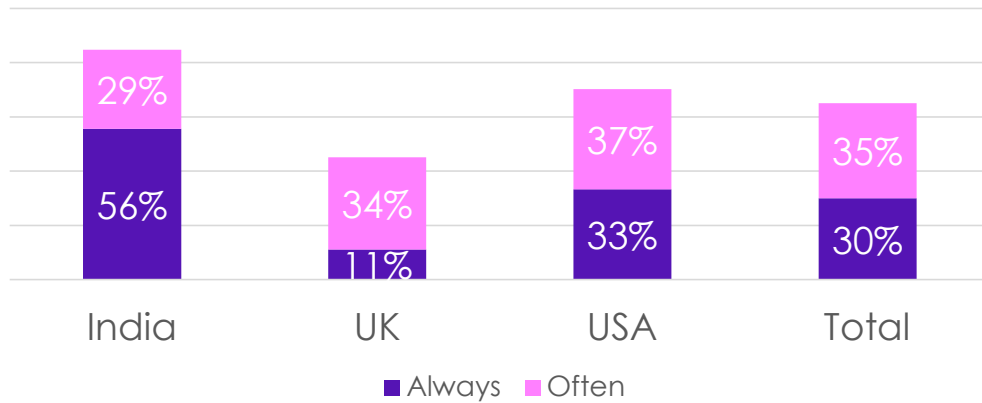
**19%**  
Cooking

**11%**  
Travelling

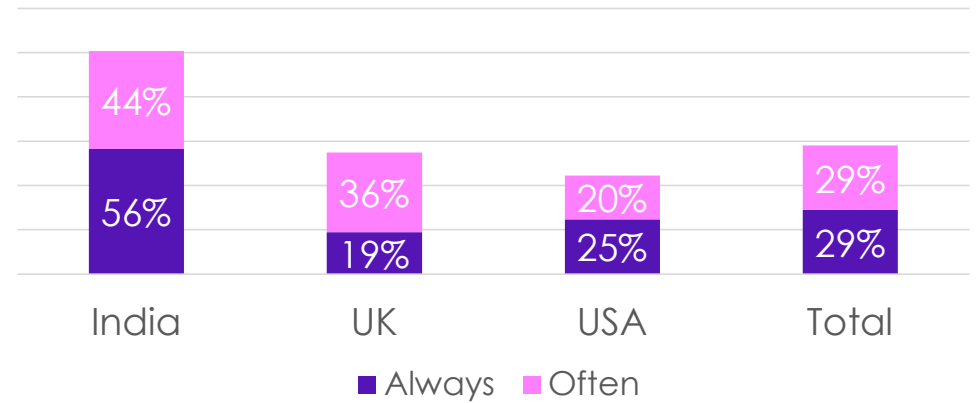
**25%**  
Working

# Contact centres have some high cost attrition rates

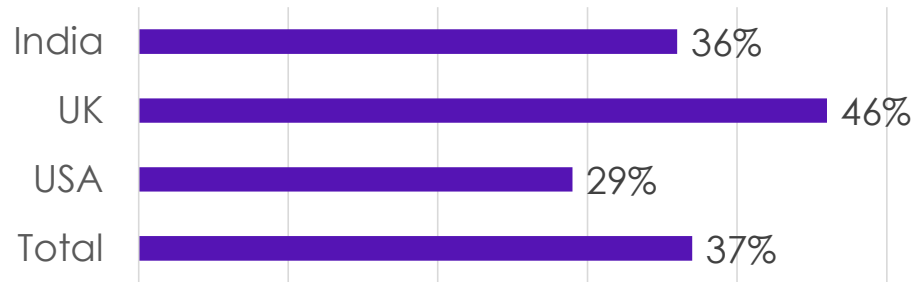
## Our colleague satisfaction is high



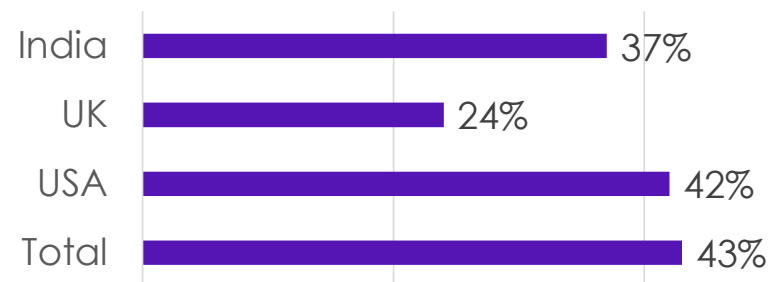
## Our staff turnover is high



## My colleagues have been more anxious since the Covid-19 pandemic



## My colleagues have been more understanding since the Covid-19 pandemic



# Creating the ideal WFH environment

Contact centre agents want better technology and privacy to work at home successfully

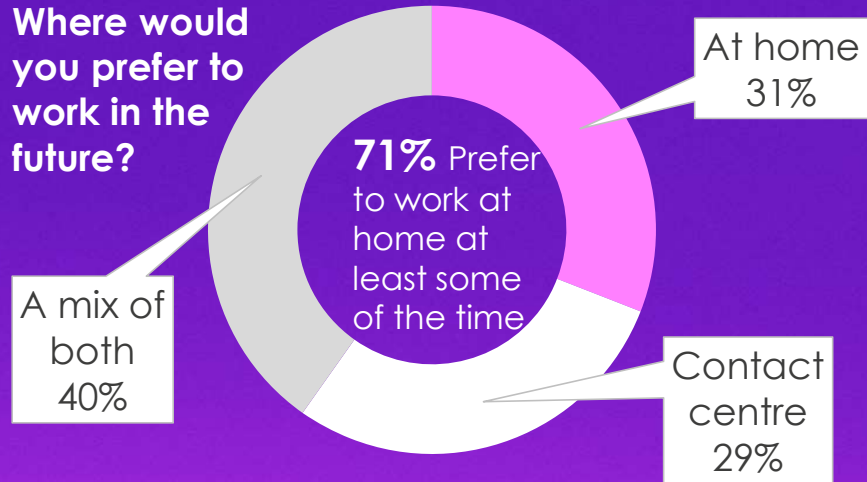
**20%**

Agents say they **do or can** work at home

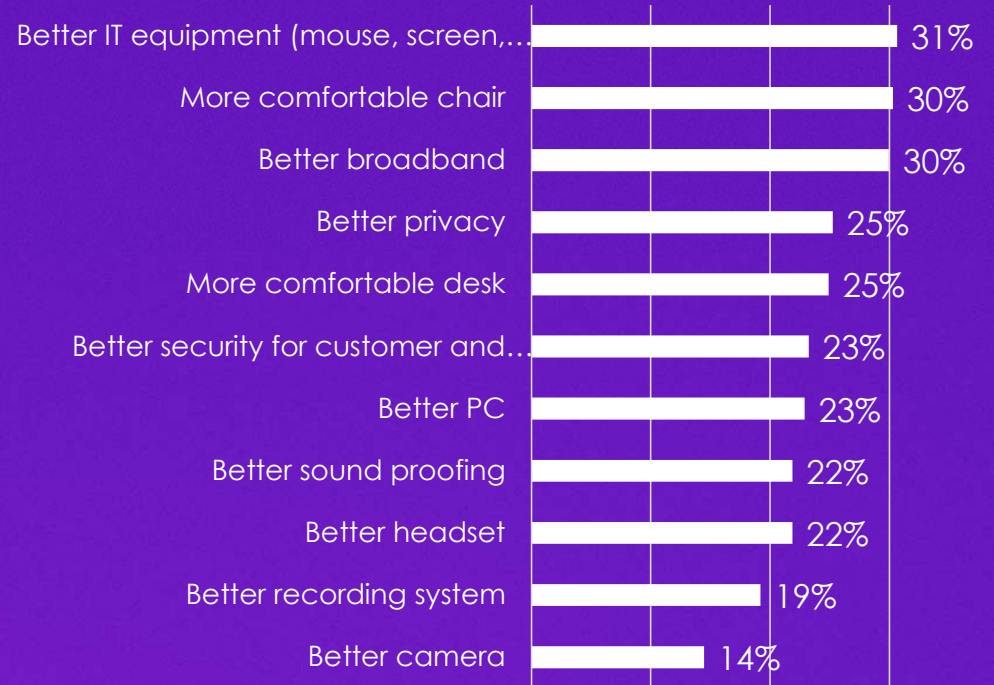
**38%**

My organisation will **definitely encourage** agents to work at home **in the future** (33% probably)

**Where would you prefer to work in the future?**



**What would make you more efficient when working at home?**





**Thank you**

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