

EMEA Business Findings – CRM Survey**BUSINESS CALL CENTRE SURVEY: SUMMARY OF FINDINGS**

- Eight of ten (82%) said ‘keeping the customer happy’ was most important to their organisation in running its contact/call centre.
- Six out of ten (58%) said ‘better quality of information available to customer service staff’ would improve service to customers calling their contact/call centre.
- When asked for the main reason that their customers were required to repeat their query when dealing with different members of staff, four out of ten (43%) maintained that customers are never required to repeat their query when dealing with different members of staff.
- A third (34%) used ‘their own system’ for customer management.
- Rather more than a half (54%) said they had no plans to implement a self-service customer portal.
- Eight out of ten (83%) considered that ‘customers are dealt with to their satisfaction’ was an objective of high importance.
- Two-thirds (66%) considered that ‘their customers spend as little time as possible in call queues’ was an objective of high importance.
- Six out of ten (59%) considered that ‘the contact/call centre operates with as few customer service representatives as possible’ was an objective of low importance.

Results in full

Question 1

Please indicate which of the following you think is most important to your organisation in running its contact centre?

- Keeping the contact centre as cost-effective as possible: **8.8%**
- Keeping the customer happy: **82.0%**
- Using customer calls to sell them other products and services: **9.2%**

Question 2

Which of the following steps would improve service to customers calling your contact centre?

- More customer service agents: **28.0%**
- Better quality of information available to customer service staff: **58.4%**
- Effective call routing: **44%**
- Advising callers (while they are waiting) of alternative ways of resolving their queries (for example, email, internet, etc): **35.2%**
- More staff training: **52%**
- Improved customer service procedure: **44.8%**
- Empowering staff with more responsibility to make decisions: **37.6%**

Question 3

What is the main reason your customers are required to repeat their query when dealing with different members of staff?

- Systems can't track queries in sufficient detail: **20.4%**
- Staff are not trained to deal with all queries: **36.8%**
- Customers are never required to repeat their query when dealing with different members of staff: **42.8%**

Question 4

Which of the following best describes the IT system you use to manage customer relationships?

- Built specifically for your line of work: **59.2%**
- Built for all industries and businesses: **40.8%**

Question 5

Which of the following customer management systems are you currently using?

- SAP: **18.0%**
- Salesforce: **1.6%**
- Microsoft: **15.6%**
- Own System: **33.6%**
- Oracle: **5.2%**
- Don't know / don't wish to answer: **7.6%**
- Other: **18.4%**

Question 6

At what stage is your business in implementing a self-service customer portal?

- We already offer a self-service portal: **30.0%**
- We are planning a system over the next 12 months: **16.0%**
- We have no plans to implement a self service portal: **54.0%**

Question 7

Please rate each the following objectives in order of their importance to your contact centre's operations from 1 to 5 (1 = Most Important, 5 = Least Important)

	Customers spend as little time as possible in call queues	Agents turn over a high volume of calls quickly	The contact centre operates with as few customer service representatives as possible	Customer service representatives operate within strict parameters	Customers are dealt with to their satisfaction
1	28.0%	2.0%	10.0%	2.8%	57.2%
2	37.6%	12.0%	13.6%	11.2%	25.6%
3	12.8%	34.4%	17.6%	27.2%	8.0%
4	13.2%	31.6%	28.8%	22.4%	4.0%
5	8.4%	20.0%	30.0%	36.4%	5.2%