

EMEA Consumer Findings – CRM Survey**CONSUMER CALL CENTRE SURVEY: SUMMARY OF FINDINGS**

- More than half of respondents (54%) did not judge call centres to be effective and a quarter (25%) thought they were ineffective (quite or very).
- Eight out of ten (81%) said that a reasonable waiting time to be held in a phone queue was under 5 minutes. Only 2% thought exceeding 10 minutes was reasonable.
- Those from the UK were the most critical about the difference between new and existing products: whilst 77% felt they were offered the best level of service when enquiring about a new product, only 23% felt the same service was received with a query about an existing product.
- Customer service departments were poorly viewed: three-quarters (77%) said call queues were too long; 75% said they had to explain their query each time they spoke to someone new; 55% said they were passed between too many departments; 43% said customer service representatives didn't seem to understand their employer's business (be it service, product, terms etc); and another 43% said they received inconsistent answers every time.
- With regards to interacting with businesses: 47% most liked the internet, with only 3% liking it least; whilst only 16% rated email best, 44% rated it second, i.e. 60% generally liked it; 28% least liked call centres, with 20% rating it fourth, i.e. 48% generally didn't like them; 42% least liked the post, with only 3% liking it most; and 25% least liked visiting a branch, with a further 24% putting it in fourth position, i.e. 49% generally didn't like it.
- Half the respondents (52%) felt that being dealt with more quickly & efficiently would most improve their perception of a business's telephone customer service.

Results in full

Question 1

In your experience, how effective are call centres in dealing with your enquiries?

- Very effective: **2.7%**
- Quite effective: **43.3%**
- Neither effective nor ineffective: **29.1%**
- Quite ineffective: **20.5%**
- Very ineffective: **4.4%**

Question 2

What is the longest period of time you've spent waiting to speak to an adviser (mins.)?

- 0-5: **12.1%**
- 6-14: **30.5%**
- 15-29: **32.8%**
- 30-59: **16.8%**
- 60+: **7.1%**
- Other: **0.7%**

Question 3

When held in a queue, eg: to someone you need to speak to such as a bank or utility provider; what would you say is a reasonable waiting time (mins.)?

- 0-5: **80.7%**
- 6-10: **13.1%**
- 11-15: **1.9%**
- 16-20: **0.2%**
- 21-30: **0.1%**
- Other: **4.1%**

Question 4

In which of the following situations do you find you are offered the best level of service?

- When enquiring about a new product: **49.3%**
- When you have a query about an existing product: **50.7%**

Question 5

Thinking of your past experiences with customer service departments, which of the following are true:

- Call queues are too long: **77.3%**
- Passed between too many departments: **55.2%**
- Have to explain they query each time I speak to someone new: **75.1%**
- Calls tend to be escalated to someone more senior as customer service representatives don't have enough authorisation to resolve my query: **16.5%**
- Customer service representatives don't seem to understand their own services, products, offers or terms & conditions: **43.0%**
- I get inconsistent answers each time I speak to someone new: **42.5%**

Question 6

Thinking of the various channels available to interact with a business, please rate the following according to your preferences: (1= Most like, 5 = Least Like)

| | Internet | Call Centre | Email | Post | Branch visit |
|----------|-----------------|--------------------|--------------|--------------|---------------------|
| 1 | 46.6% | 14.1% | 16.1% | 2.6% | 20.6% |
| 2 | 24.5% | 14.1% | 43.9% | 6.4% | 11.1% |
| 3 | 17.5% | 23.4% | 24.7% | 15.5% | 18.9% |
| 4 | 8.5% | 20.5% | 12.8% | 33.9% | 24.4% |
| 5 | 3.0% | 27.9% | 2.6% | 41.6% | 25.0% |

Question 7

Please rate the following in order of which would most improve your perception of a business's telephone customer service (1= Most Improve, 5 = Least Improve)?

| | Being dealt with more quickly & efficiently | Being able to resolve the query yourself using the recorded information provided whilst waiting in a queue | To be routed to the right department quickly | Only having to explain my query once, regardless of how many people I speak to | To deal with customer representatives who have sufficient authorisation to make decisions |
|----------|--|---|---|---|--|
| 1 | 51.8% | 5.9% | 14.1% | 17.8% | 10.5% |
| 2 | 15.8% | 9.1% | 31.7% | 24.6% | 19.0% |
| 3 | 13.3% | 10.7% | 25.7% | 29.7% | 20.5% |
| 4 | 14.4% | 15.5% | 22.6% | 20.1% | 27.4% |
| 5 | 4.7% | 58.9% | 5.9% | 7.9% | 22.6% |