

# Voice of the Contact Centre Consumer 2024

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# Why contact centres are crucial to making a difference for citizens

## Why is customer service so poor at some corporations - and when should I complain?

FT Magazine Life & Arts

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# How did customer service get so bad?

The collapse of standards is costing companies a fortune and the rest of us our sanity

## Some major firms offering 'shockingly poor' customer service across the board, Which? finds

Why is customer service so bad in the UK? (self.AskUK)

submitted 10 months ago by Impossible\_Dot\_9074

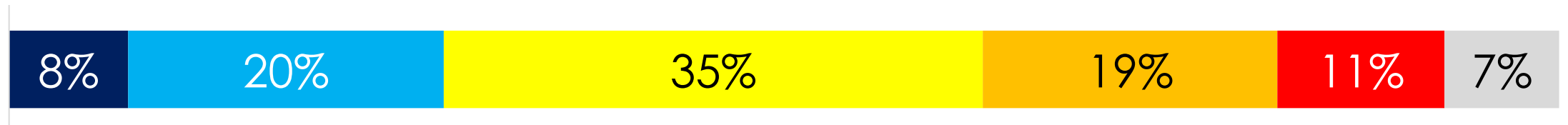
So I've come back to the UK for a holiday after living abroad for a good number of years. One thing that has struck me is how bad customer service is here. In two weeks I've witnessed rude cashiers at the supermarket who barely acknowledge me and had terrible service in fast food outlets. My parents have said it's due to the lack of workers but I don't think that's much of an excuse. Just wondering if there is another reason that I'm missing.

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# How bad is it, really?

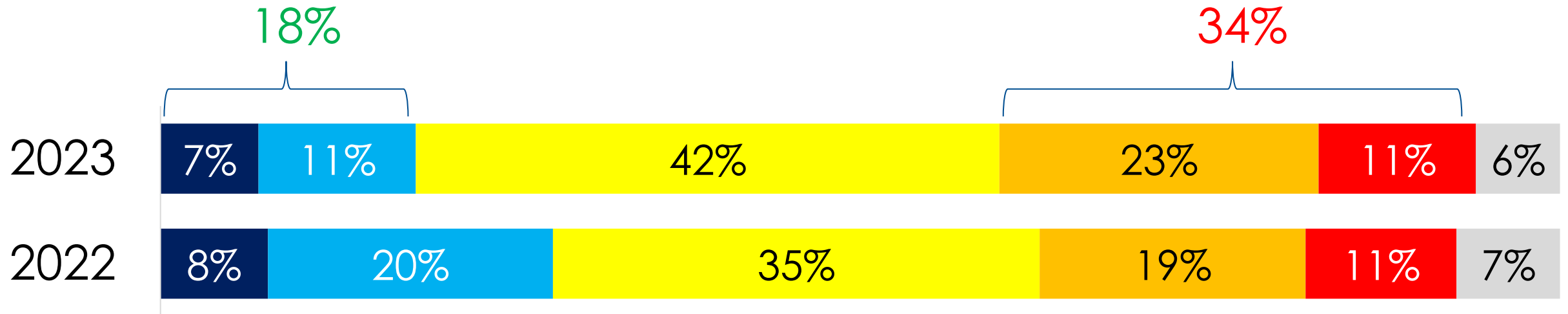
# CCMA's 'Voice of the Contact Centre Consumer' research

2022



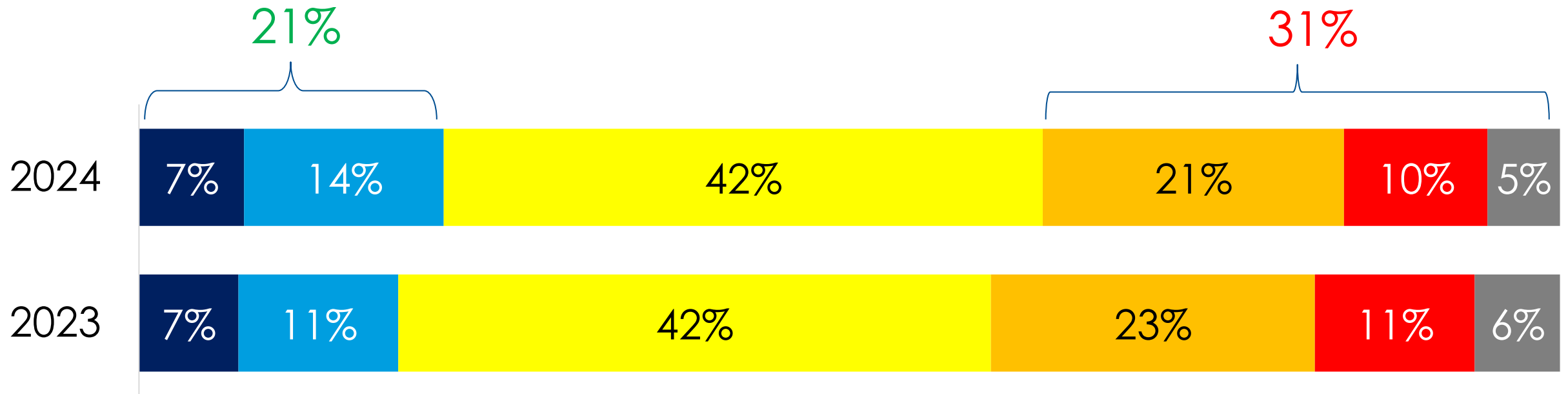
- Customer service today has improved a lot compared with 12 months ago
- Customer service today has improved somewhat compared with 12 months ago
- Customer service today is about the same compared with 12 months ago
- Customer service today is somewhat worse compared with 12 months ago
- Customer service today is a lot worse compared with 12 months ago
- Don't know/rather not say

# Perceptions of customer service became more negative in 2023



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# A year later, perceptions have recovered only slightly

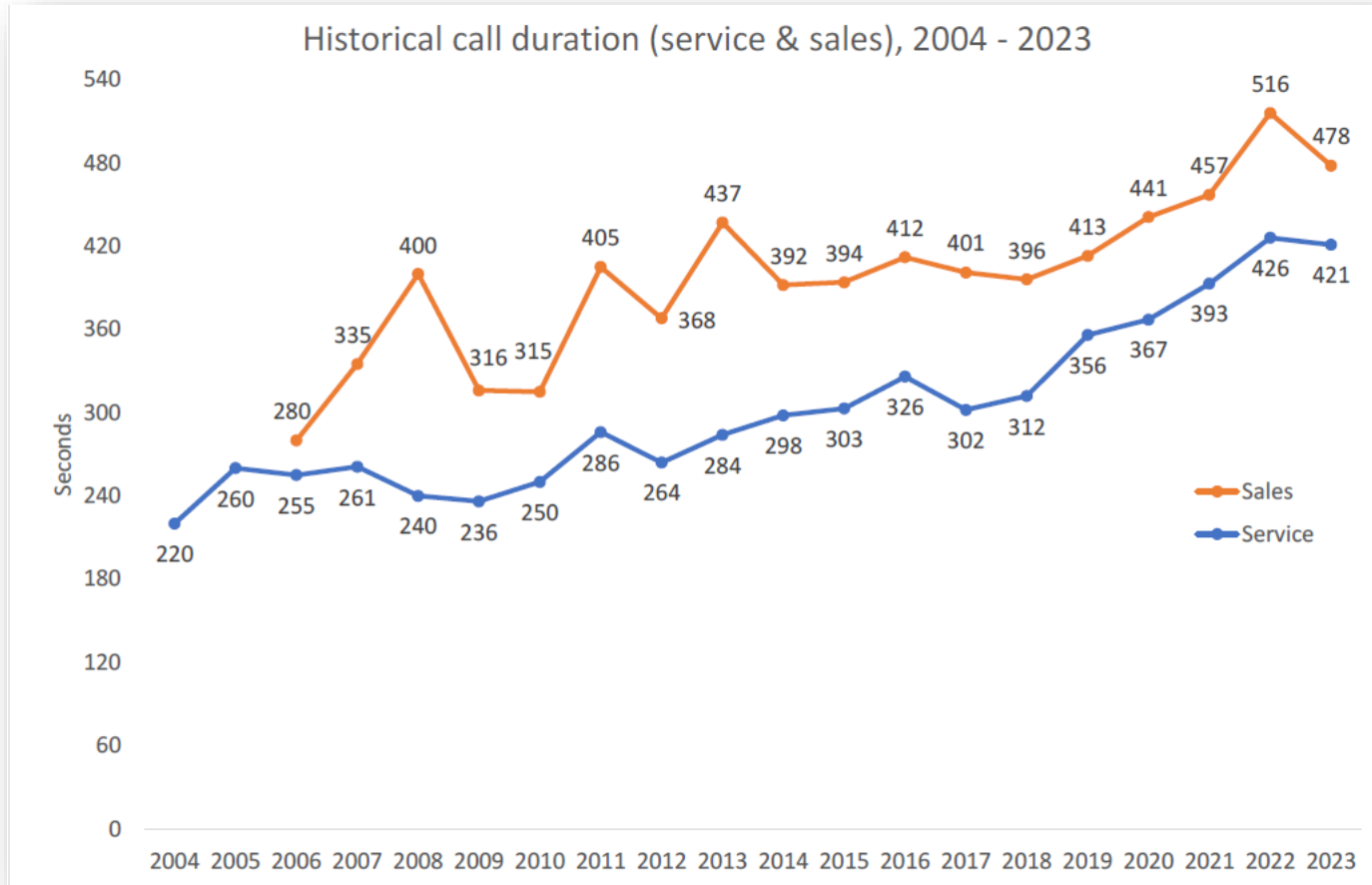


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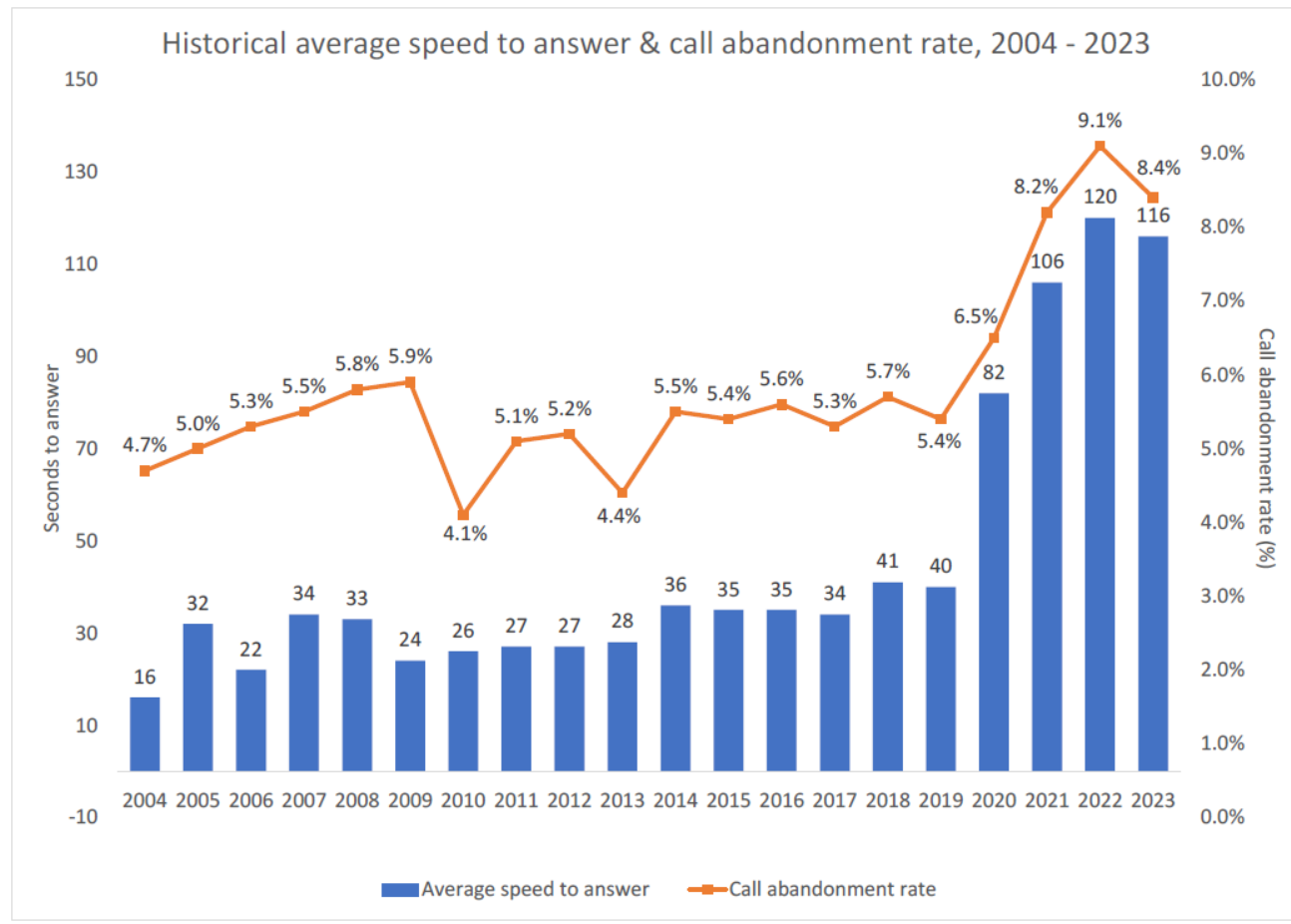
Is it really that bad?



# AHT 2004-23 (ContactBabel)



# Speed to answer and call abandonment (ContactBabel)



**70%** of consumers have failed to complete a self-serve journey.

“ We’ve got to make sure customers have got an escape route out, and it’s clear and it’s not hidden or made as difficult as it can be. ”

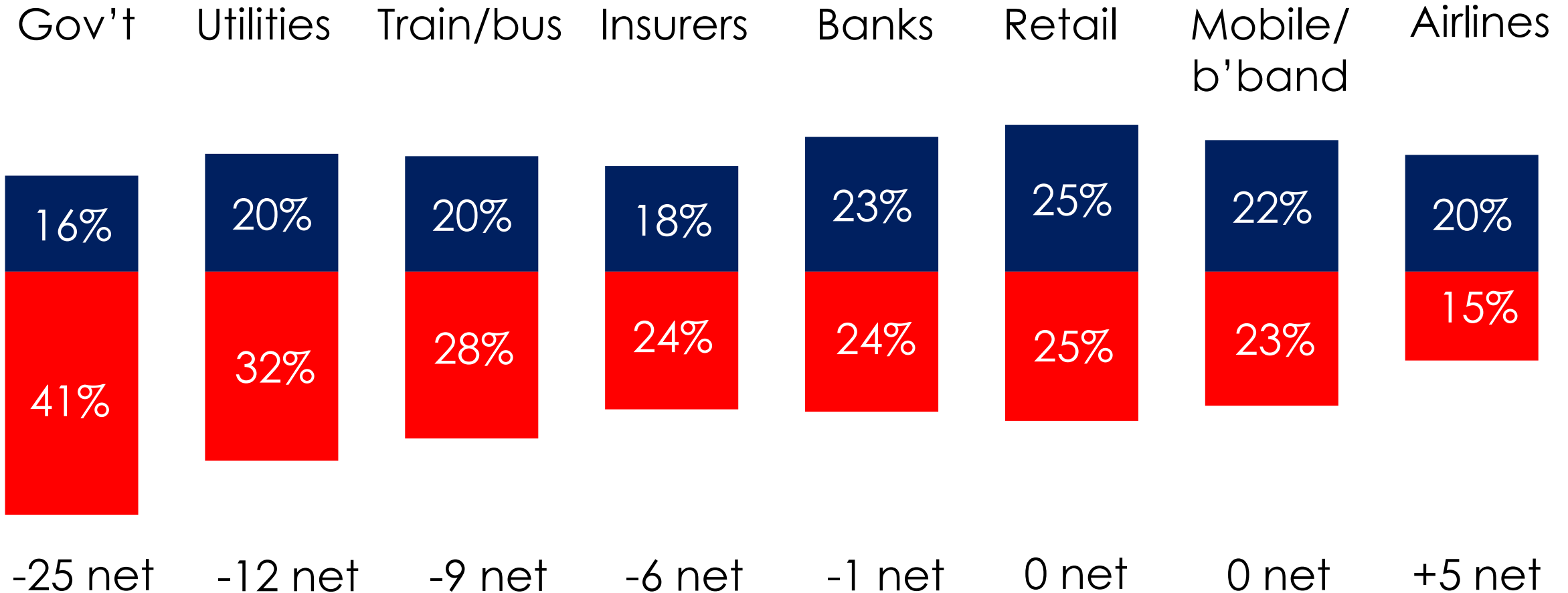
Chris Ward, Head of Customer Relations, Markerstudy



# It depends

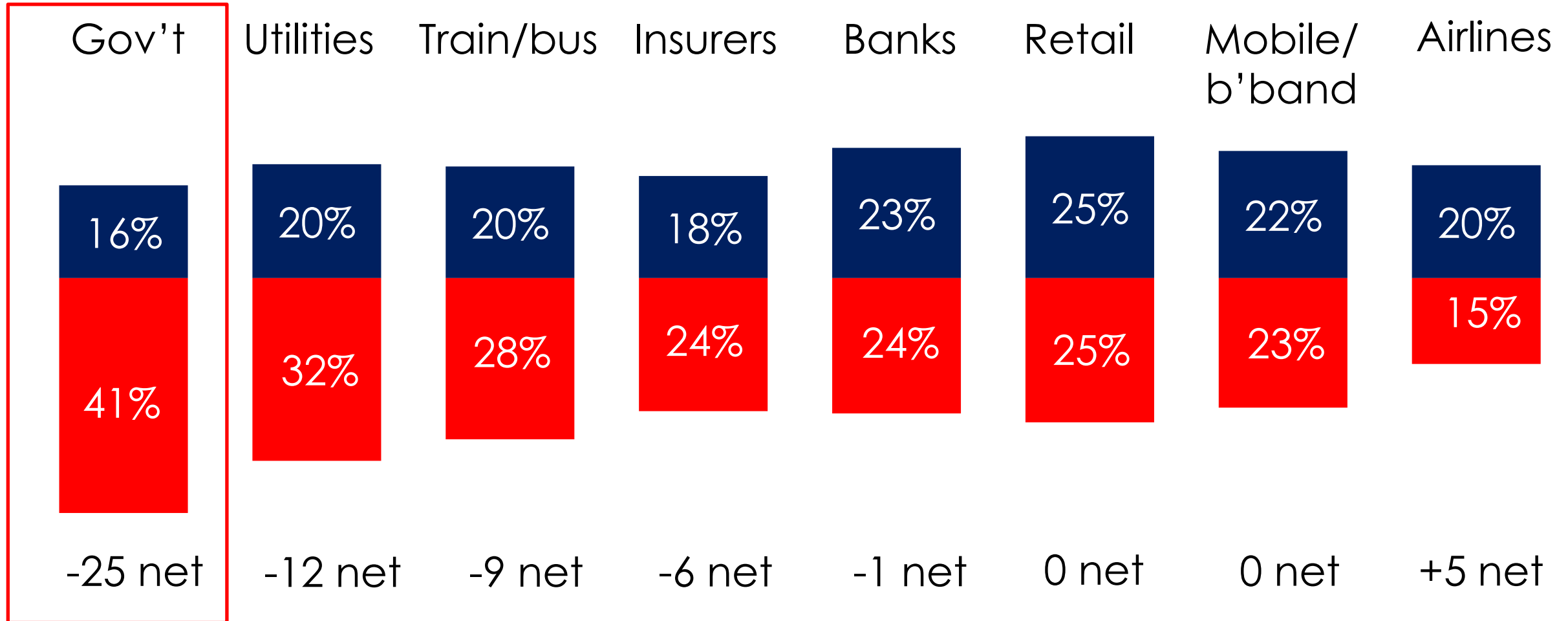
It depends by sector

# Is customer service getting better or worse? By sector



■ Getting better ■ Getting worse

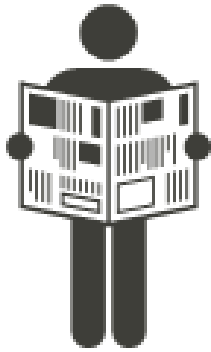
# Is customer service getting better or worse? By sector



■ Getting better ■ Getting worse

# The public sector has to work harder

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Public perception/  
media coverage



Breadth of  
demographics and  
queries

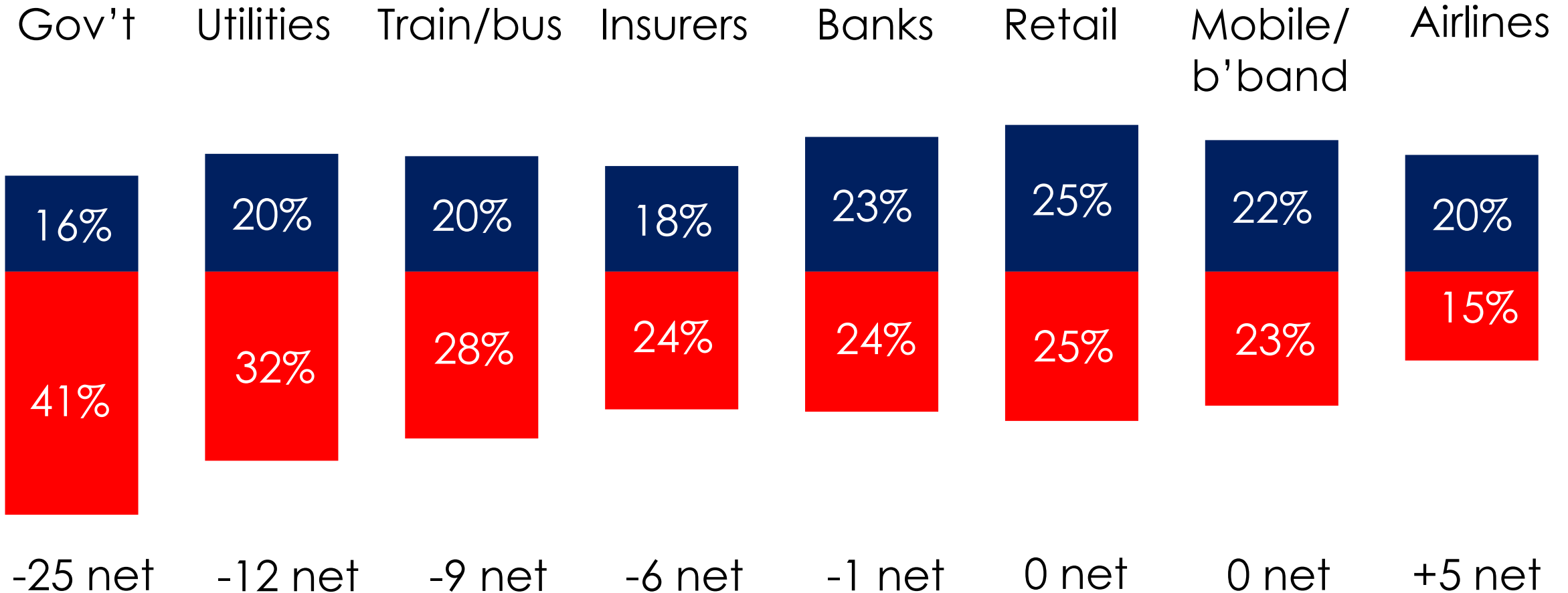


Relationship with  
category



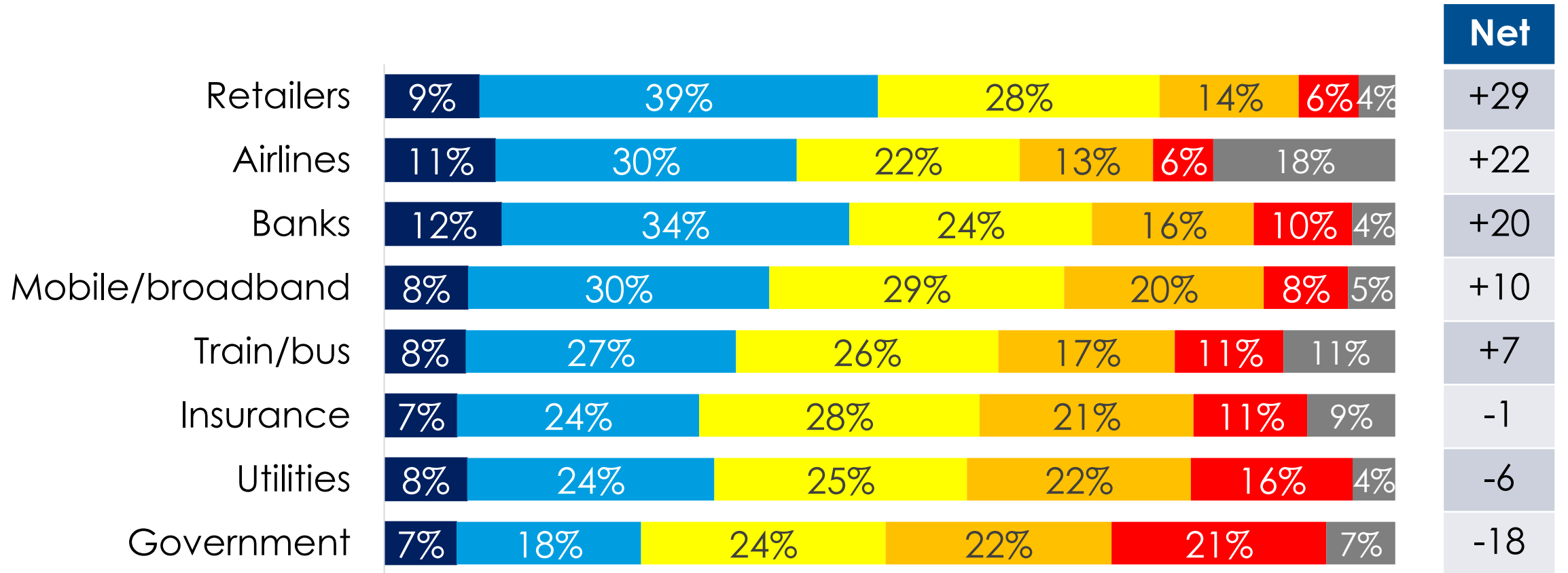
It depends what you're asking

# Is customer service getting better or worse? By sector



■ Getting better ■ Getting worse

# Do providers care about their customers?

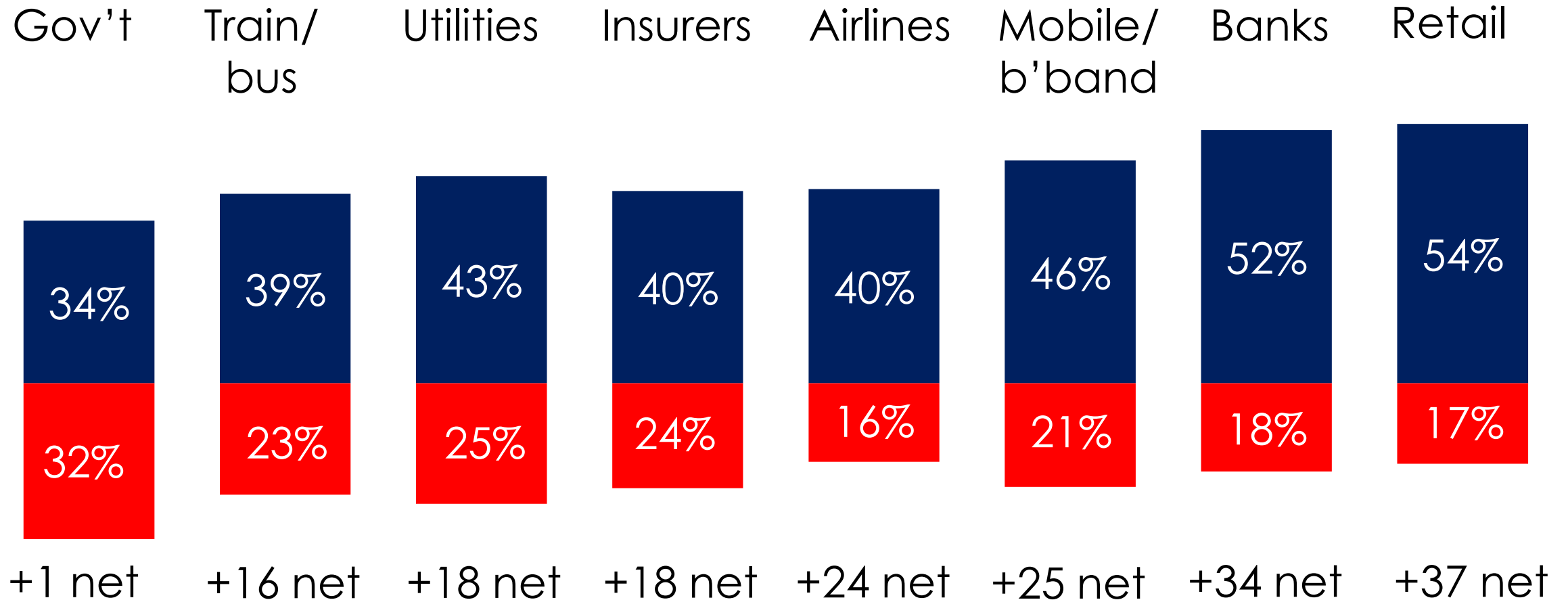


■ Care a lot                      ■ Care somewhat                      ■ Neither care nor do not care  
■ Do not especially care                      ■ Do not care at all                      ■ Don't know/rather not say

# Do customer-service staff make an effort to help customers, or not?

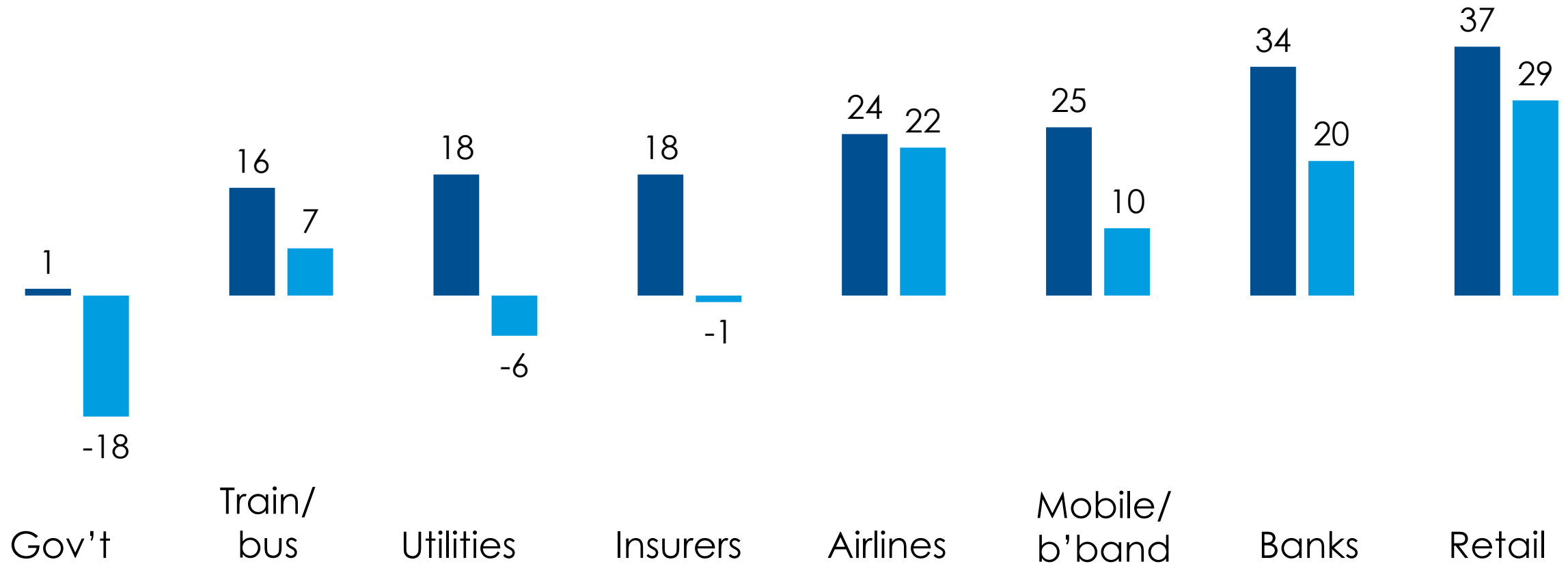
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# Do customer-service staff make an effort to help customers, or not?



■ Make effort ■ Do not make effort

# Effort from CS teams, vs care or not



■ Effort from customer service departments net rating

■ Care or not net rating

# Contact centres are crucial to closing the gap



Gov't



■ Effort from customer service departments net rating

■ Care or not net rating

Thank you!