

How happy are customers with call centres?

THE Aspect Customer Service Trends 2011 survey set out to explore what European consumers really think about contact centres – and its findings may surprise you.

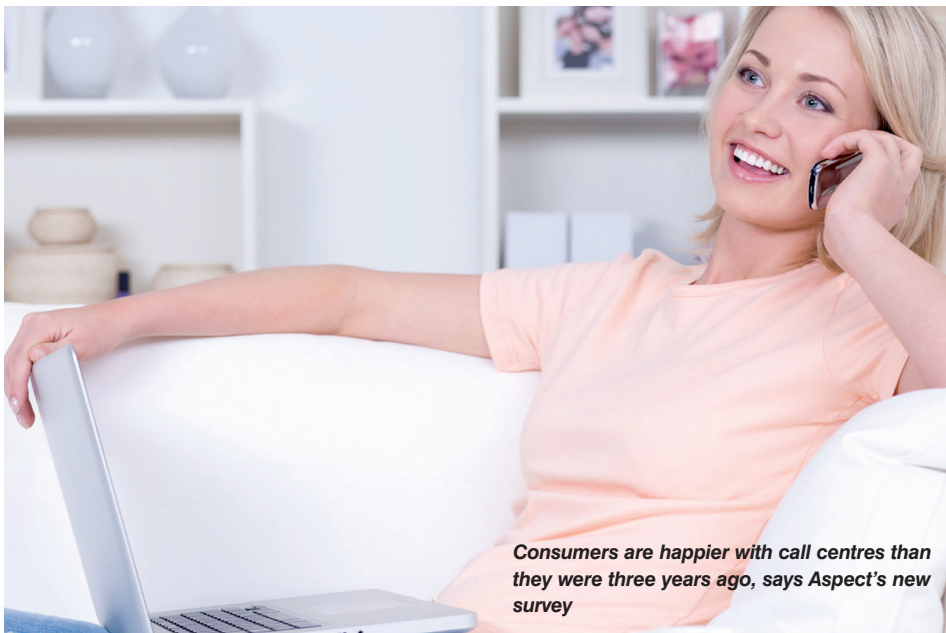
Of the survey's 1,345 European participants, 70 per cent were "satisfied" or "very satisfied" with the service they received; a figure that rose to 76pc among the 278 UK respondents.

These figures compare favourably with those recorded in the 2007 Aspect Customer Satisfaction Index survey when, asked the same question, just 53pc of European consumers and 55pc of UK consumers stated that they were "satisfied" or "very satisfied".

Some 65pc of European consumers said their inquiries were typically resolved on the first or second contact – and the ability to resolve queries rapidly was found to be a major influence on satisfaction, according to respondents to the 2011 survey. Of those who were "very satisfied" or "satisfied", 70pc of those said their problems were usually resolved on first or second contact; and 40pc of those who were "dissatisfied" or "very dissatisfied" stated that their queries were not.

Communication preferences are changing rapidly according to the survey. Nearly six in 10 (56pc) of respondents used "new media" channels (i.e., email, SMS, web self-service, social networks, smartphone apps, web chat, blogs and forums) for their last service query compared to 44pc who used "traditional" channels (i.e. post and telephone).

When asked to state their "requirements for



Consumers are happier with call centres than they were three years ago, says Aspect's new survey

good customer service", 73pc of respondents pointed to the "secure handling of personal data", 69pc to a "prompt response", 65pc to "the friendliness of the service representative" and 35pc to "being able to make customer service enquiries via smartphone apps, Twitter, web chat etc."

However, there were some notable exceptions.

In Germany, for example, the percentage of

people stating that a "prompt response" was a requirement rose to 91pc, while the availability of "smartphone, Twitter, web chat etc. options" was a requirement for a significant 41pc of UK consumers.

● For a free copy of the Aspect Customer Service Trends 2011 Executive Summary, visit <http://www.customerservicetrends.com/UKPR>

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