



Why Contact Centres Matter More Than Ever

Leigh Hopwood, CEO, CCMA

Business

Customer service getting worse as airlines and telecom companies struggle

Aer Lingus and Power City biggest fallers on the annual Customer Experience survey

Which?

Tech Appliances Home & garden Money Family & health Cars Travel Consumer rights & campaigns Services

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 Press release

Which? estimates energy and broadband customers lost nearly £300 million to poor customer service in the last year

26 Sept 2024 6 min read

NEWS SPORT BUSINESS LIFESTYLE CULTURE GOING OUT HOMES & PROPERTY COMMENT



COMMENT

The customer is king? Not in London, where service is getting worse



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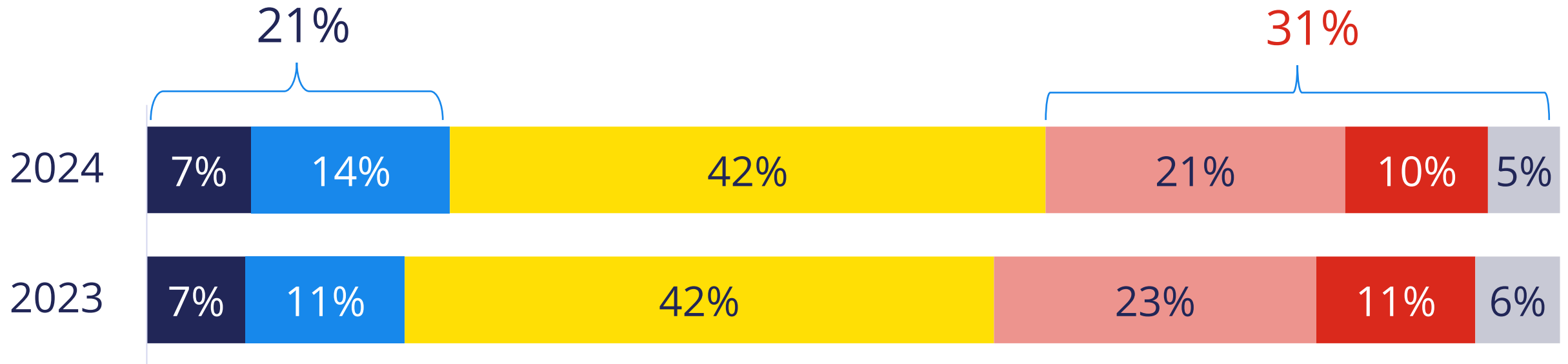


What's wrong with customer service in Portugal?

Many people complain a lot about customer service, but this is not always justified. Phone based customer service still has quite a few problems, but customer service in retail stores is usually superb.



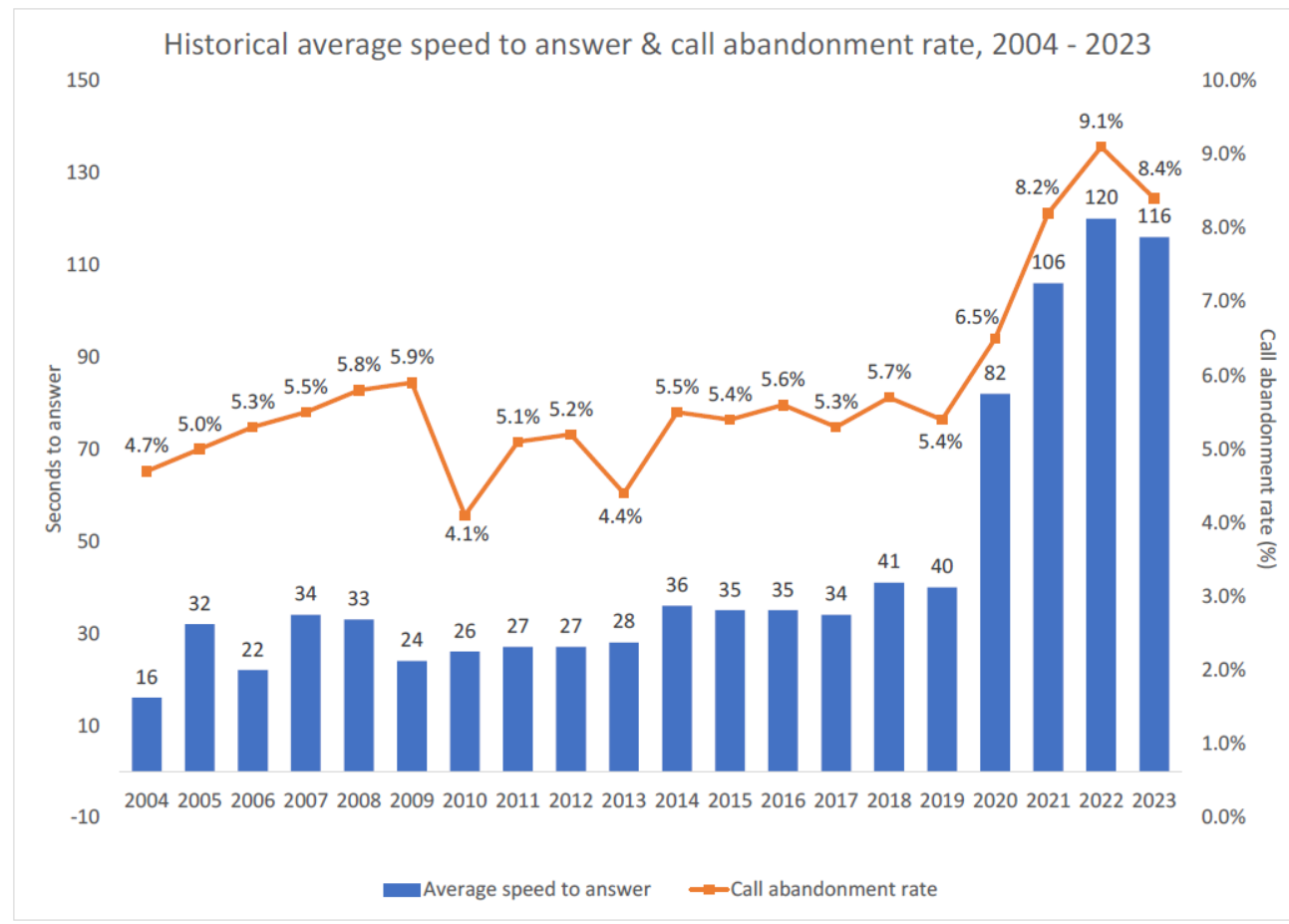
Is Customer Service Improving?



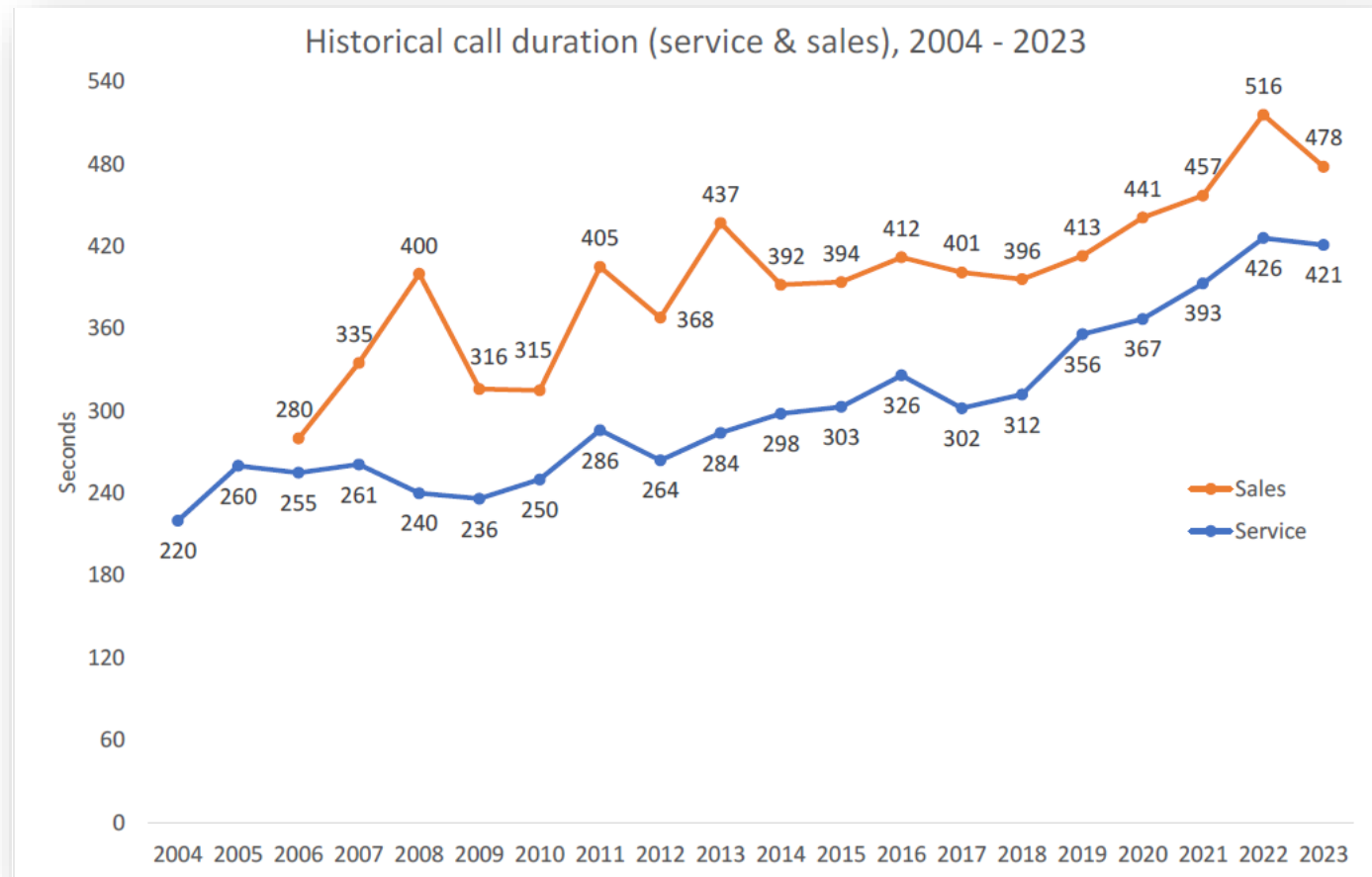
- Customer service today has improved a lot compared with 12 months ago
- Customer service today has improved somewhat compared with 12 months ago
- Customer service today is about the same compared with 12 months ago
- Customer service today is somewhat worse compared with 12 months ago
- Customer service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



Speed to answer and call abandonment (ContactBabel)



AHT 2004-23 (ContactBabel)



Our world changed a lot, quickly



Customer needs
and expectations
escalating



Demand growth

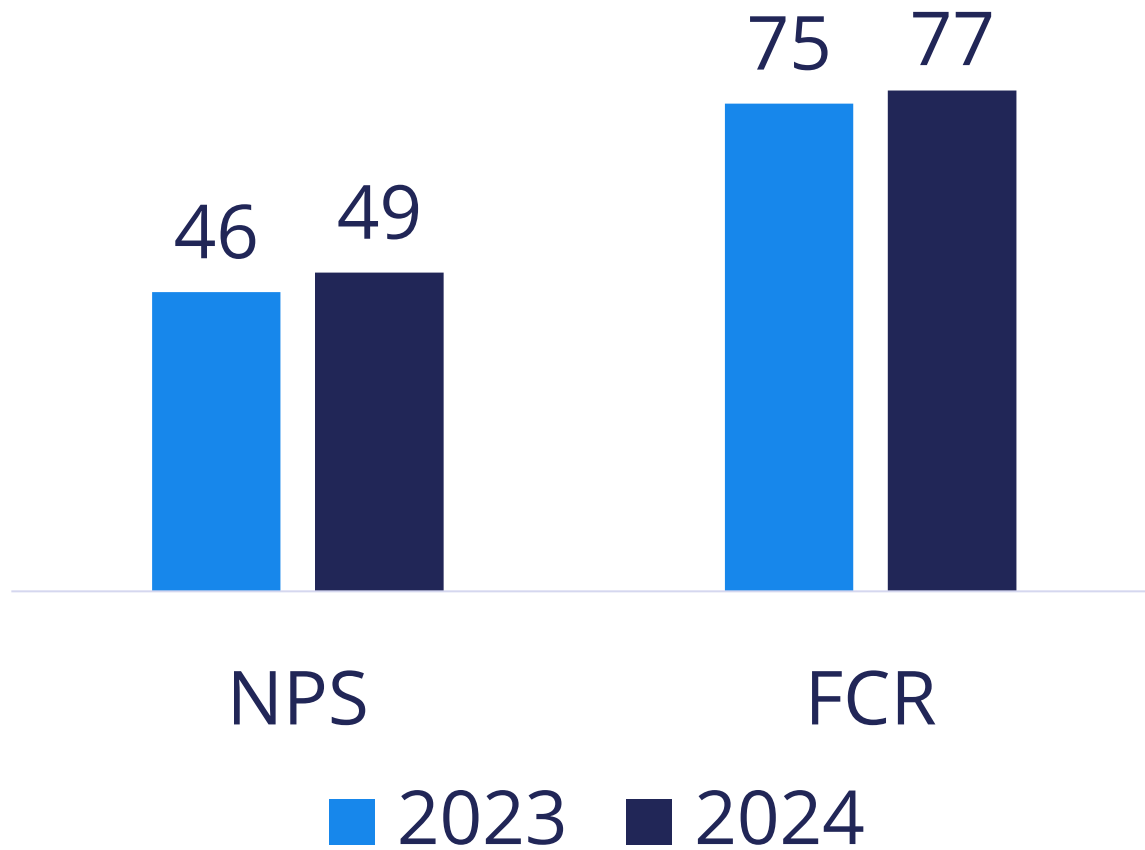




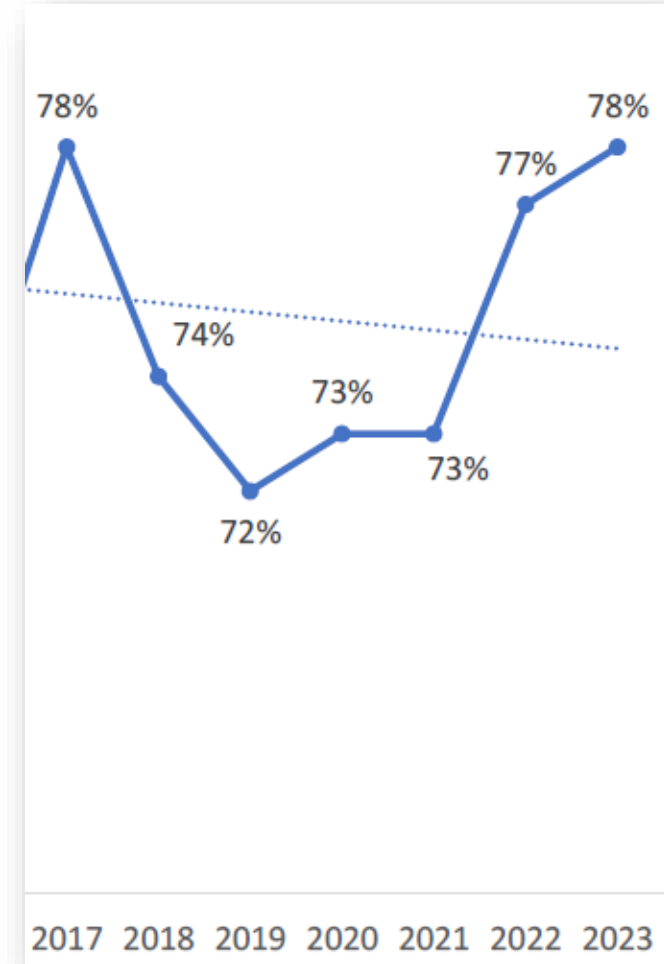
But...



NPS and FCR Improving



Source: CCMA Benchmark



Source: ContactBabel





Let's be clear...

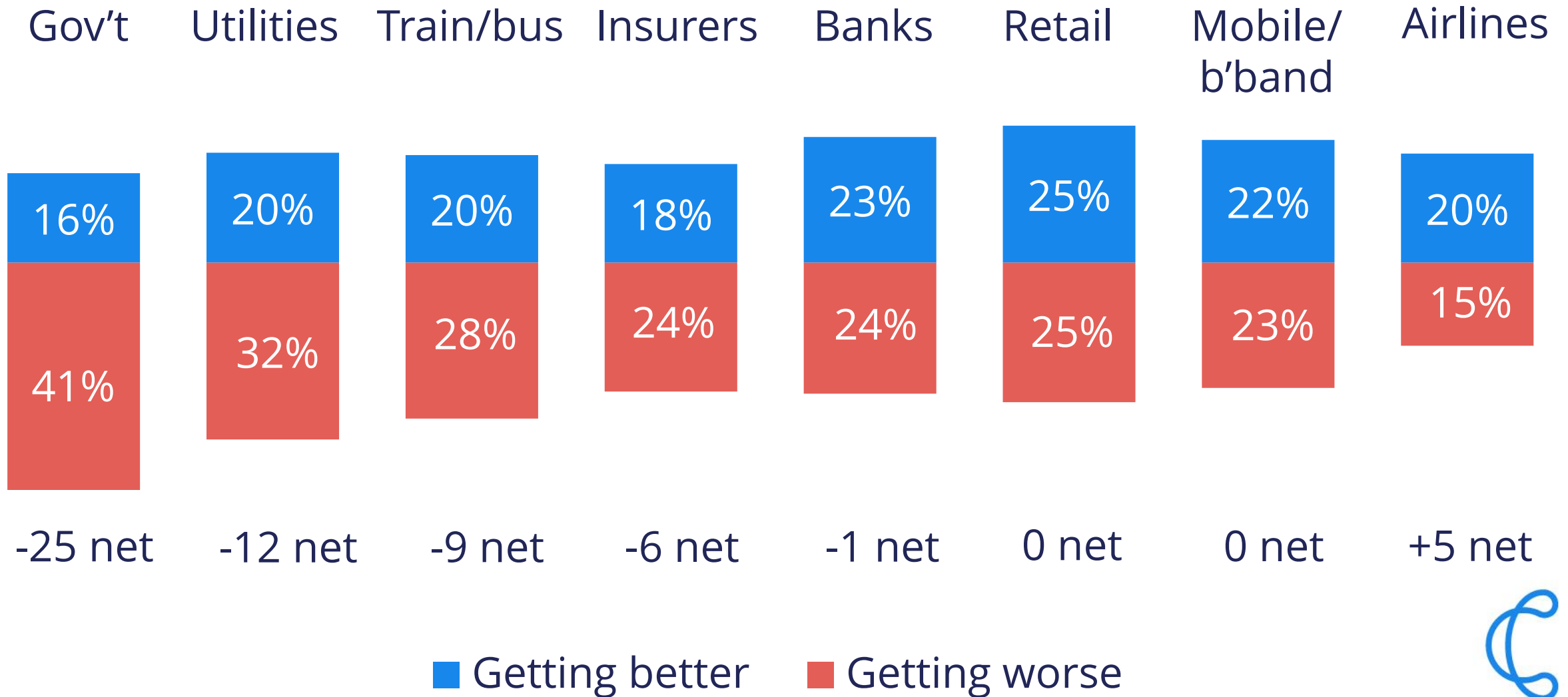
Customer
service



Contact centre
experience



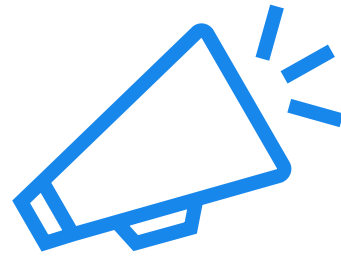
Is customer service getting better or worse? By sector



The Category Effect



Demand complexity



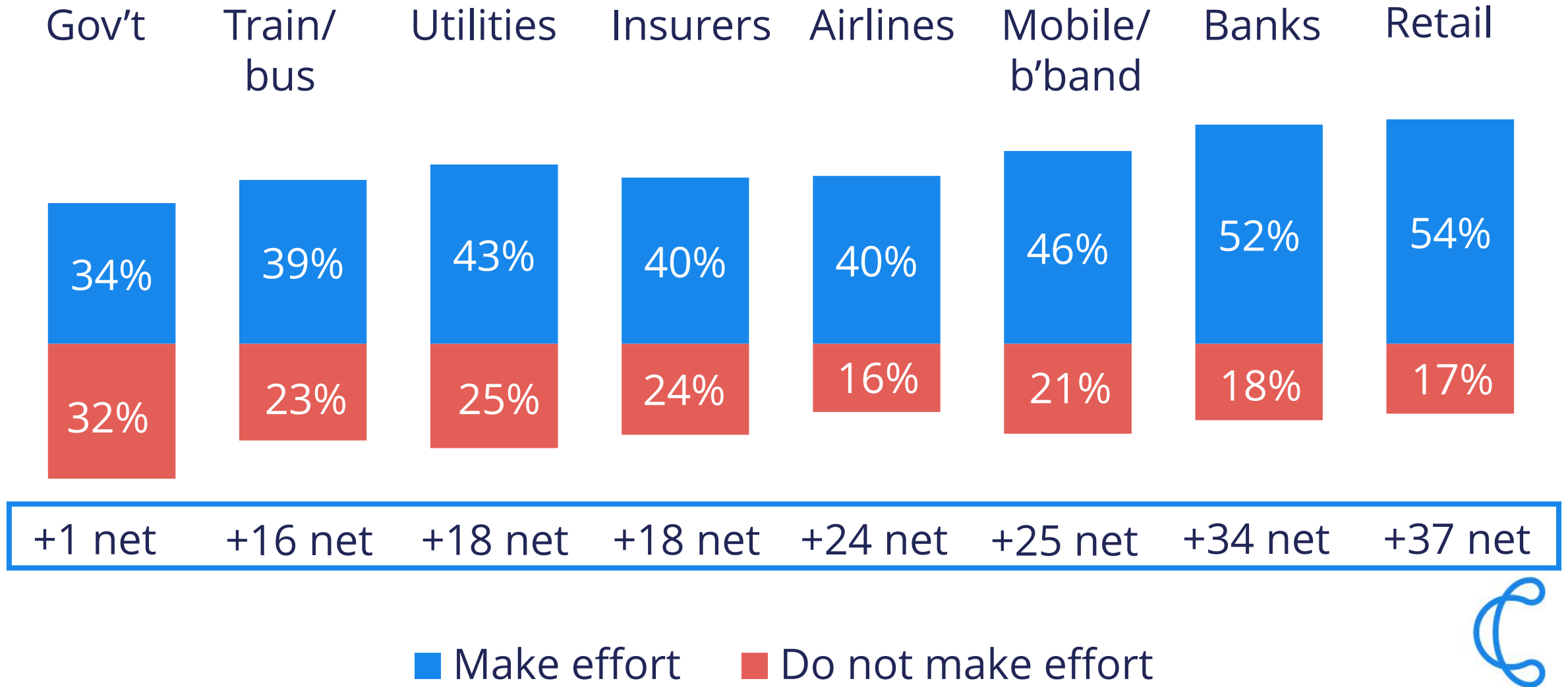
Media coverage



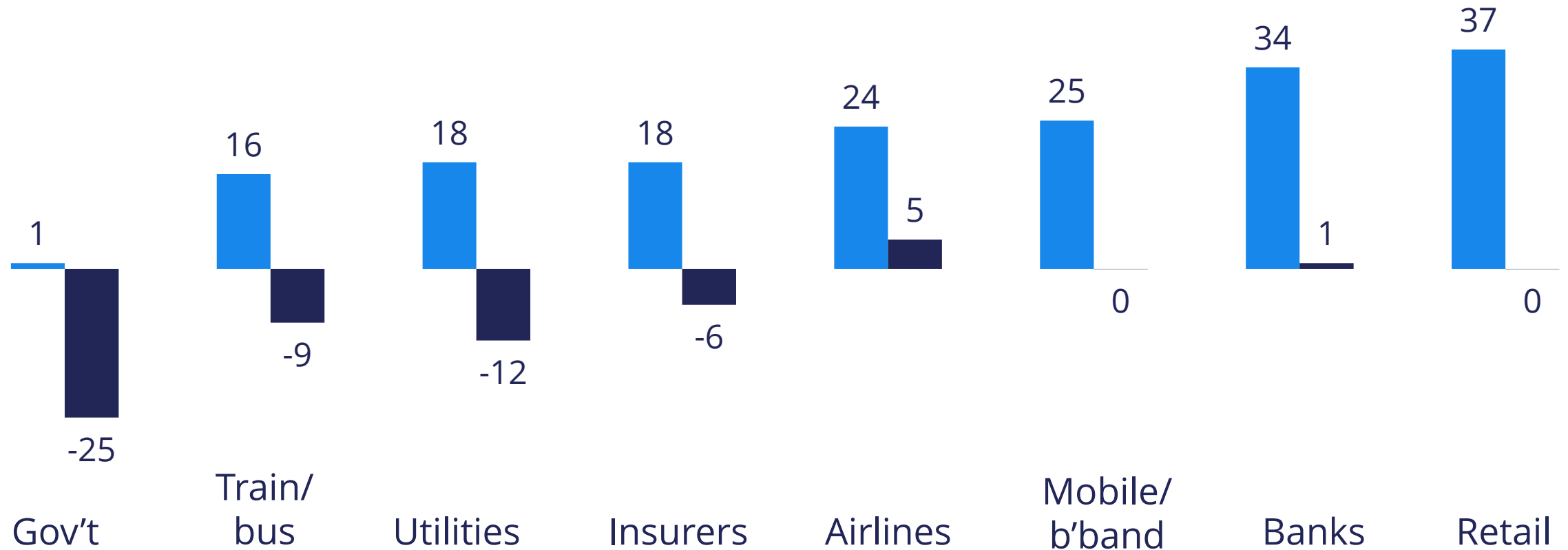
Relationship with
category



Do customer-service advisors make an effort to help customers?



'Customer Service' versus 'Customer Service Advisors'



■ Customer service advisors (net)

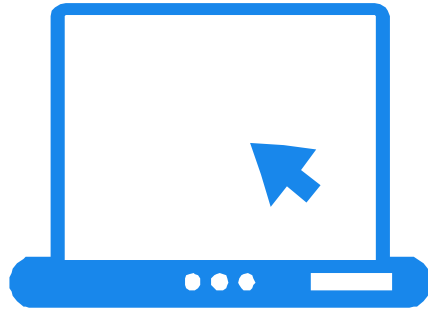
■ Customer service (net)



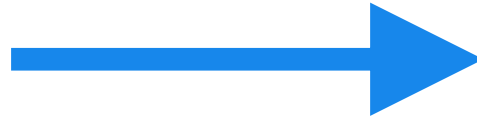
**We need to win back hearts
and minds**



The World has Changed



Technology and
social media



**Instant
Economy**



Give customers their
time back





Thank you!