

## Genesys Global Consumer Survey • 2007



Genesys commissioned a survey of over 4,200 consumers in the Asia Pacific, Europe and the United States, in order to better understand consumer attitudes toward call centres and customer service. The 30-question survey was conducted online, and was completed by consumers who had dealt with a contact centre in the previous 12 months via phone, email, SMS or web chat (instant messaging). Respondents were aged 18 and over, and represented an accurate national cross-section of consumers in each country in terms of age and gender.

Please note that this report presents the global aggregate results, and regional results varied quite significantly across a number of questions. Individual regional reports are available on request, as are individual country reports for Japan and each of the ten European countries in the study.

# Executive Summary

The contact centre is often the first (and sometimes the only) human interaction a customer has with a company, and many customers form their perception of a company based on their experience with that company's contact centre. This survey highlights the importance of the contact centre experience and the direct impact it has on revenue and consumer loyalty.

The survey also evaluates customers' experience with contact centres over the previous 12 months, and our findings also reveal that there is considerable room for improvement in contact centre performance although this varies quite significantly across countries. There are a few major causes of frustration for customers when dealing with contact centres, and companies need to address basic issues like long hold times and the incidence of transfers in order to make the customer experience a satisfactory one.

However merely satisfying a customer isn't enough to create loyalty, and companies must actively engage customers by making an emotional connection with them. One way of doing this is to make proactive contact with customers, and the survey shows that the

vast majority of consumers value receiving outbound communication from their suppliers. Perhaps surprisingly most consumers indicated they would also like to hear about a company's additional products and services, giving companies the opportunity to up-sell and cross-sell to customers while engaging them at the same time.

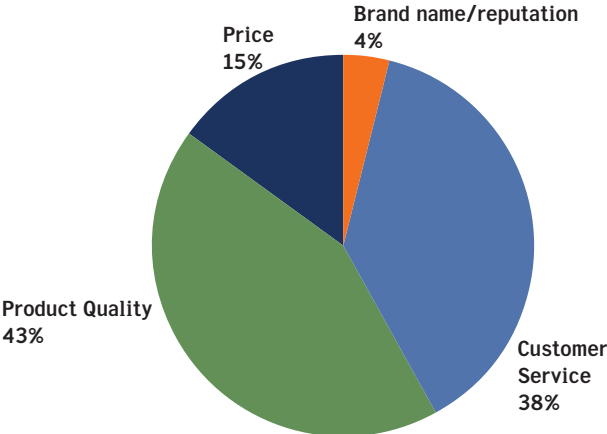
Consumers increasingly wish to communicate with companies using newer technologies, and value having access to multiple channels. However despite their increased preference for new technologies consumers do not like to feel that they are being pushed into using them, and companies that do so risk losing customers and revenue, as well as missing out on the opportunity to engage with customers through human interaction.

In today's competitive environment successful companies will be those that address the main sources of consumer frustration with contact centres, use new channels wisely to enhance customer service while minimising operational costs, and seize every opportunity to engage customers by making their contact centre experience a powerful one.

# Key Findings

## The contact centre experience is the key to customer loyalty

What has the biggest influence on your loyalty to a company?



- 38% of consumers say that customer service has the biggest impact on their loyalty to a company
- 75% say they would do business with a company based on a great call centre experience
  - 15% would do so even if prices were higher than average
- 50% say the last time they stopped doing business with a company was partly or wholly due to poor customer service
- In the past, 40% of consumers have stopped doing business with a company solely due to a poor call centre experience

## Knowledgeable agents, being transferred, and long hold times are major concerns

- Long hold times are a major cause of frustration for consumers around the world
  - 88% would prefer to receive a call-back in 10 minutes than to be on hold for that length of time
  - 74% would like the option to ask for a call-back if the wait time is longer than they would like
- Having their issue resolved without being transferred also has a significant impact on consumers' satisfaction with a call centre experience
  - However 89% of consumers don't mind being transferred to someone who has the skills and knowledge to answer their query more quickly or efficiently
- Consumers are frustrated by basic problems:
  - 67% are frustrated by long hold times
  - 57% are frustrated by IVRs with too many or incorrect options
  - 52% are frustrated by having to repeat information they've already provided

## Consumers actually want to receive cross-sell offers

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- 84% of consumers would like companies to tell them about other products and services that may benefit them. Of these:
  - 93% would like to receive proactive communications via the phone, email and/or SMS
  - 14% say they would like to receive a cross-sell offer when they call a supplier about something else and their query has been resolved
  - 82% would like to receive cross-sell offers and information via email

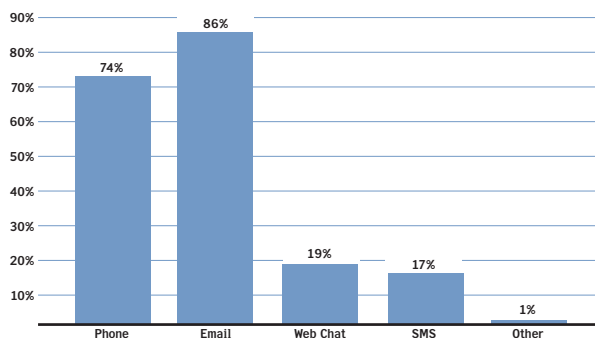
## Consumers value proactive outbound communications

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- 87% of consumers would have a more positive opinion of a supplier after receiving a courtesy call just to thank them for their business or ask them how satisfied they are
  - Only 42% have received a courtesy call from a supplier
- 89% of consumers would like to receive pro-active communications from companies to keep them informed about service delivery and/or other products and services that may be of interest to them

## Consumers are increasingly interested in communicating with companies via new channels

By which methods would you like to communicate with a contact centre?



## Consumers want to communicate via email, and expect a fast response

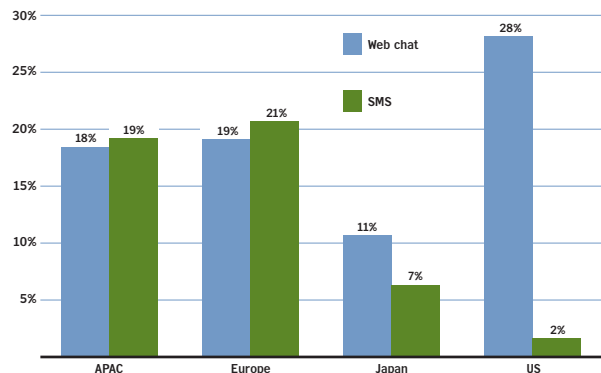
- 86% of consumers would like to communicate with a company via email and 45% say that email is their most preferred method of communication
- 82% would like companies to email them with information about other products and services they may be interested in
- 95% use companies' websites to find out how to contact them by phone or online
  - 35% say they have difficulty finding this contact information
- 21% expect a response to their email within 1 hour
  - in 2003 only 6% of consumers expected a response in that timeframe\*
  - 17% expect an email response within 4 hours, and 47% within 24 hours.

\* Genesys Global Consumer Survey June 2003

## Consumer preferences for SMS and web chat are increasing

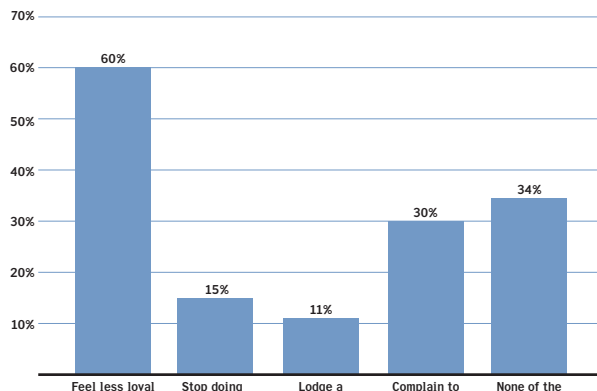
- 24% of consumers would like the option of using web chat (instant messaging) to communicate with companies instead of talking over the phone
- 17% of consumers would like to use SMS to communicate with contact centres
- 21% of consumers would like to receive information about other products and services via SMS
- Preference for new channels is not limited to younger age groups (please see regional reports for further information)
- Consumer interest in SMS and web chat varies significantly across and within regions (please see regional reports for further information)

## Consumer interest in new channels varies across regions



## Consumer attitudes toward self-service

What do you do if a company pushes you to use self-service?



- 76% of consumers feel that companies are pushing them to use self-service systems instead of talking to live people
- 66% react negatively when they feel they are being pushed to use self-service
  - Only 11% tell the company – 75% feel less loyal and/or take their business elsewhere

## Additional Information

To learn more about Genesys solutions, please visit [www.genesyslab.com](http://www.genesyslab.com)

## About Genesys Telecommunications Laboratories, Inc.

Genesys, an Alcatel company, is 100 percent focused on software for contact centres. Leading companies in the Global 2000 and Fortune 1000 use Genesys to deliver interactions that drive better business. With 3000 customers in 80 countries, Genesys directs more than 100 million customer interactions every day. Genesys allows enterprises to achieve key business objectives by tying together customer interactions, people, and customer information in both traditional telephony and IP environments. Sophisticated routing and reporting across voice, e-mail, documents and Web interactions, coupled with integrated self service, ensure that customers are quickly connected to the right resource – the first time. Genesys solutions stop customer frustration and allow enterprises to deliver superior customer satisfaction and improved business results. For more information visit us at [www.genesyslab.com](http://www.genesyslab.com).

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