

Survey Results - Social Media and the impact with the Traditional Call Center

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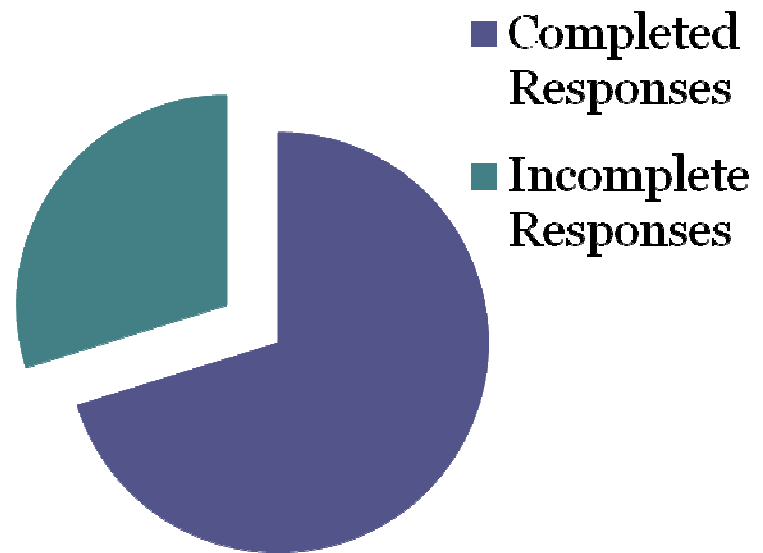
www.justcareers.com

Total Number of Responses - 614

All Questions answered:
431 (70%)

Incomplete Responses:
183 (30%)

Responses



Does your company currently provide any customer support for Social Media?
(i.e. Twitter, FaceBook, YouTube, Flickr, Digg, Blogs etc).

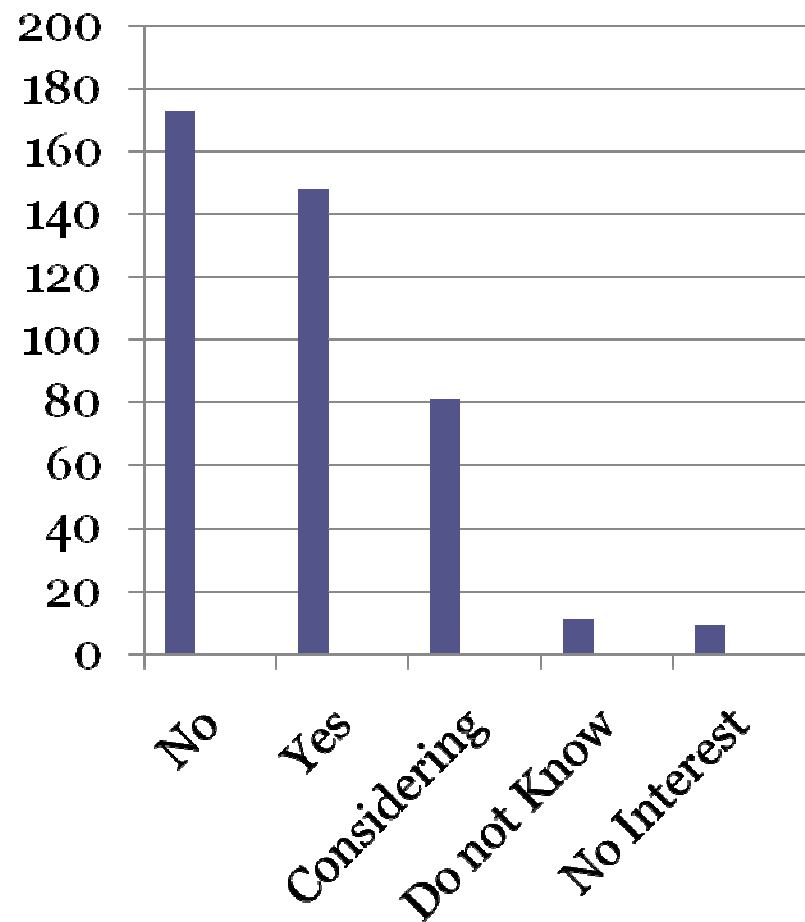
- No 173 (41%)
- Yes 148 (35%)
- Considering 81 (19%)
- Do not know 11 (3%)
- We have no interest 9 (2%)

People who answered question:

- **422** (98%)

People who skipped question:

- **9** (2%)



If answered yes on the previous question, which social media channel have you established a customer response for?

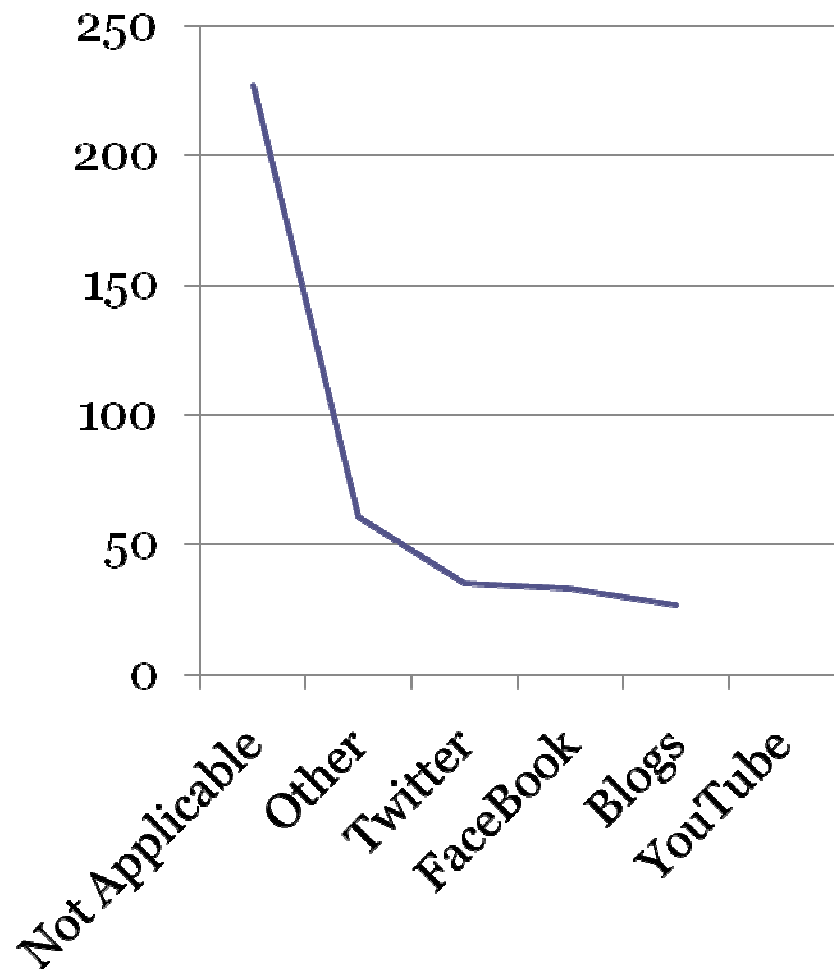
- Not Applicable 227 (58%)
- Other 61 (16%)
- Twitter 35 (9%)
- FaceBook 33 (8%)
- Blogs 27 (7%)
- YouTube 5 (1%)
- Flickr 1 (<1%)

People who answered question:

- **389** (90%)

People who skipped question:

- **42** (10%)



Do you feel a 1-to-1 relationship is more powerful than creating a relationship via social media?

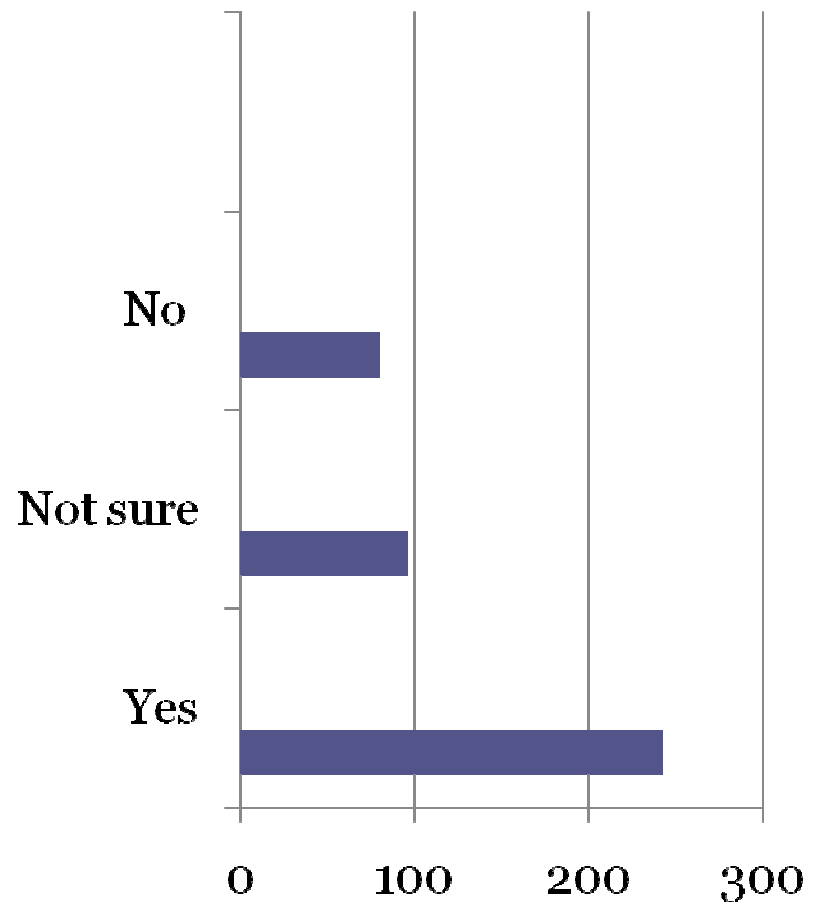
- Yes 242 (58%)
- Not Sure 96 (23%)
- No 80 (19%)

People who answered question:

- **418** (97%)

People who skipped question:

- **13** (3%)



In creating the most powerful customer experience, do you see your company focused on product branding or service branding today?

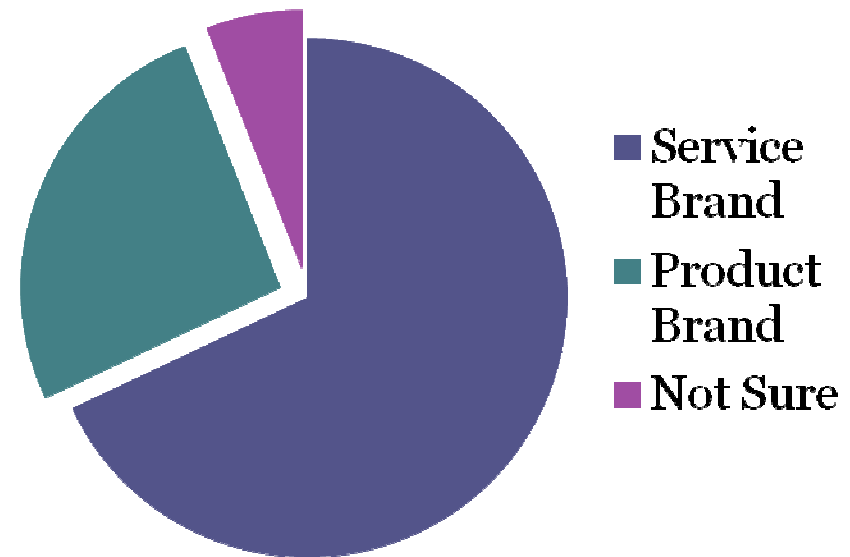
- Service Brand 282 (68%)
- Product Brand 108 (26%)
- Not sure 27 (6%)

People who answered question:

- **417** (97%)

People who skipped question:

- **13** (3%)



Do you feel Social Media's impact will reduce head count in the traditional call center in the next 5 years?

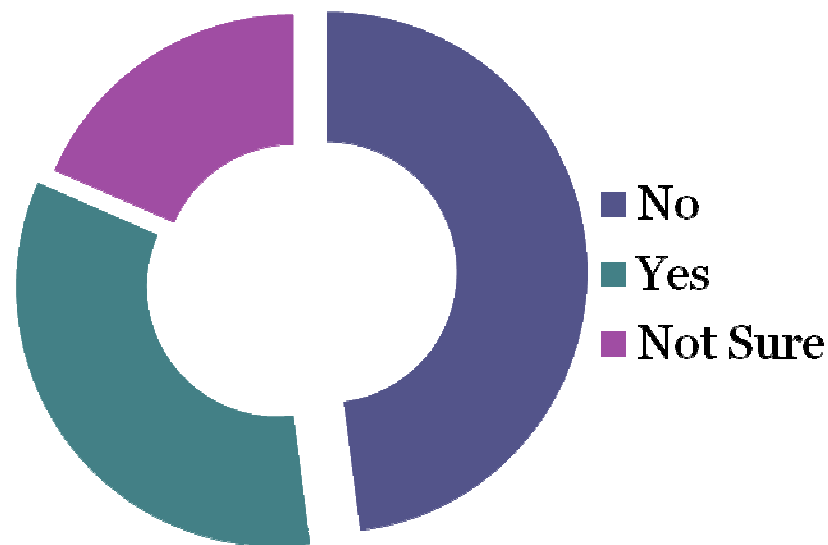
- No 200 (48%)
- Yes 140 (34%)
- Not Sure 77 (18%)

People who answered question:

- **417 (97%)**

People who skipped question:

- **14 (3%)**



If you answered yes on the previous question "Do you feel Social Media's impact will reduce head count in the next 5 years in traditional call center", by what % do you see the reduction in headcount

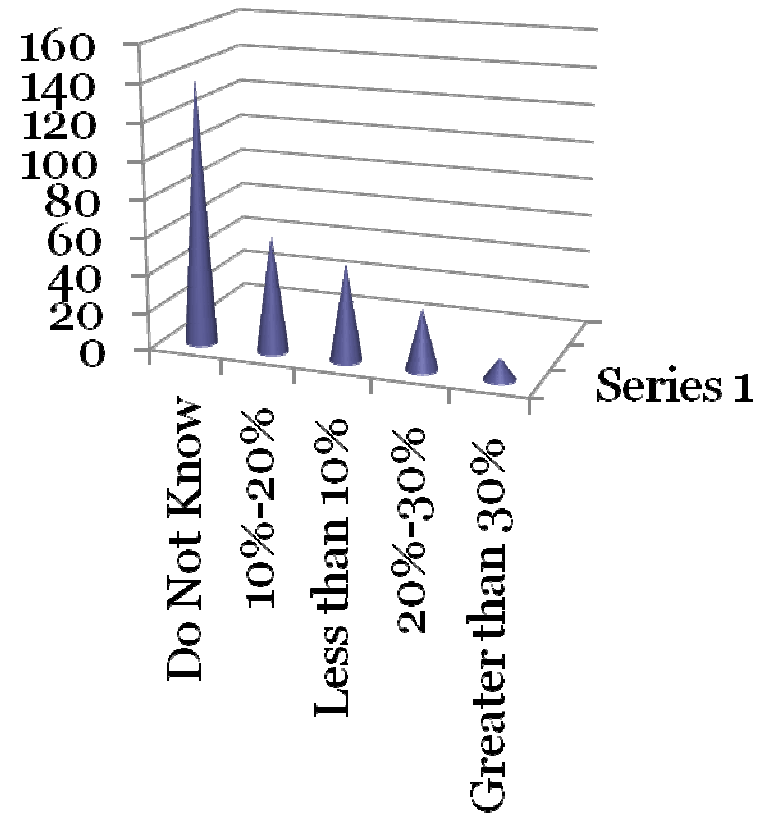
- Do not know 141 (47%)
- 10%-20% 62 (21%)
- Less than 10% 51 (17%)
- 20%-30% 32 (11%)
- Greater than 30% 11 (4%)

People who answered question:

- **297** (69%)

People who skipped question:

- **134** (31%)



Do you envision your customer service philosophy being; Pro-Active or Reactive?

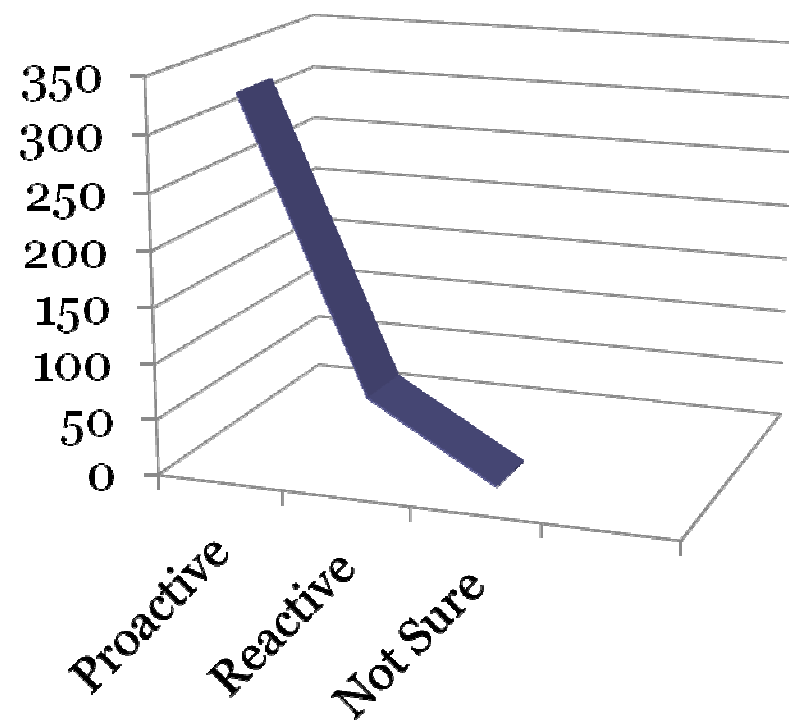
- Proactive 331 (81%)
- Reactive 73 (18%)
- Not sure 7 (2%)

People who answered question:

- **411** (95%)

People who skipped question:

- **20** (5%)



What is your customer service philosophy regarding Social Media? Positive or Negative?

- Positive 282 (69%)
- Not Sure 99 (24%)
- Negative 30 (7%)

People who answered question:

- **411** (95%)

People who skipped question:

- **20** (5%)



Where do you see the role of Social Media in next 5 years? Replacing traditional call center services or enhancing?

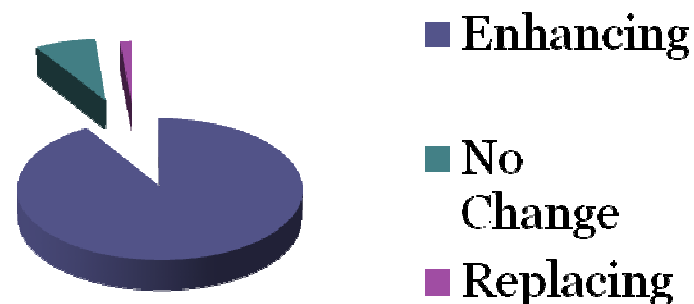
- Enhancing 381 (91%)
- No change 31 (7%)
- Replacing 6 (1%)

People who answered question:

- **418** (97%)

People who skipped question:

- **13** (3%)



When it comes to embracing Social media, what do you feel is the best medium?

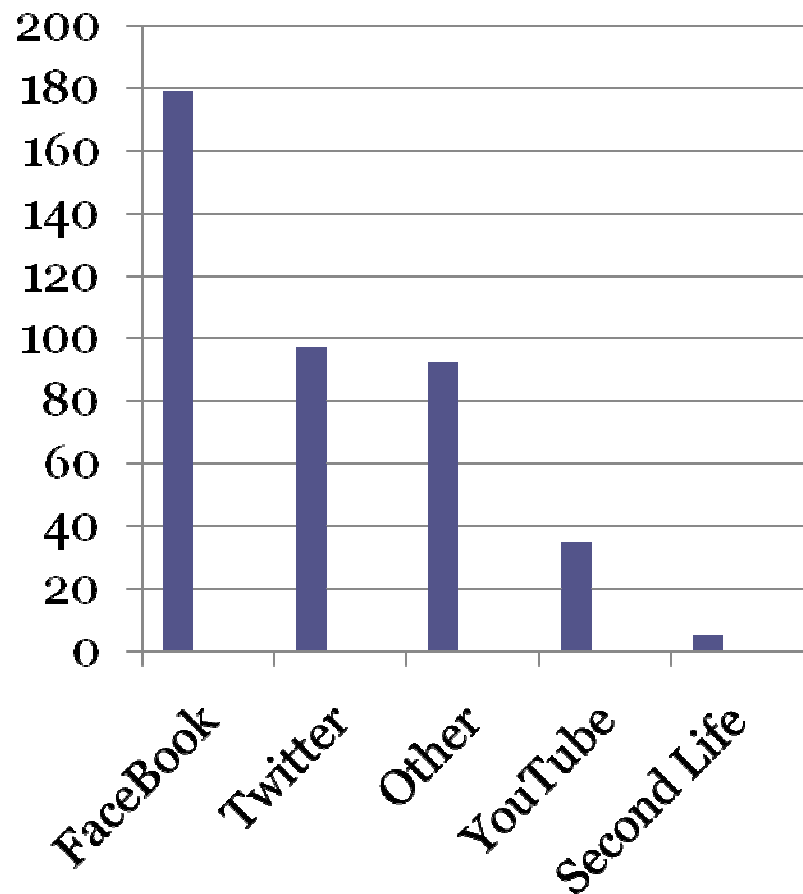
- FaceBook 179 (44%)
- Twitter 97 (24%)
- Other 92 (23%)
- YouTube 35 (9%)
- Second Life 5 (1%)

People who answered question:

- **408** (95%)

People who skipped question:

- **23** (5%)



Do you believe consolidation is playing a role in the call center industry in driving Social Media as a new medium of communication?

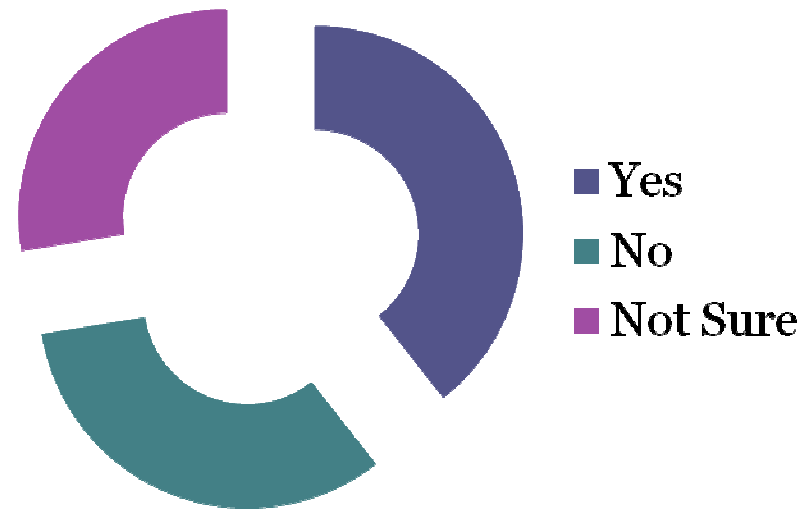
- Yes 160 (39%)
- No 134 (33%)
- Not sure 112 (28%)

People who answered question:

- **406** (94%)

People who skipped question:

- **25** (6%)



Has your company established procedures regarding how to recruit Millennial age group (1984-2010) in the work force?

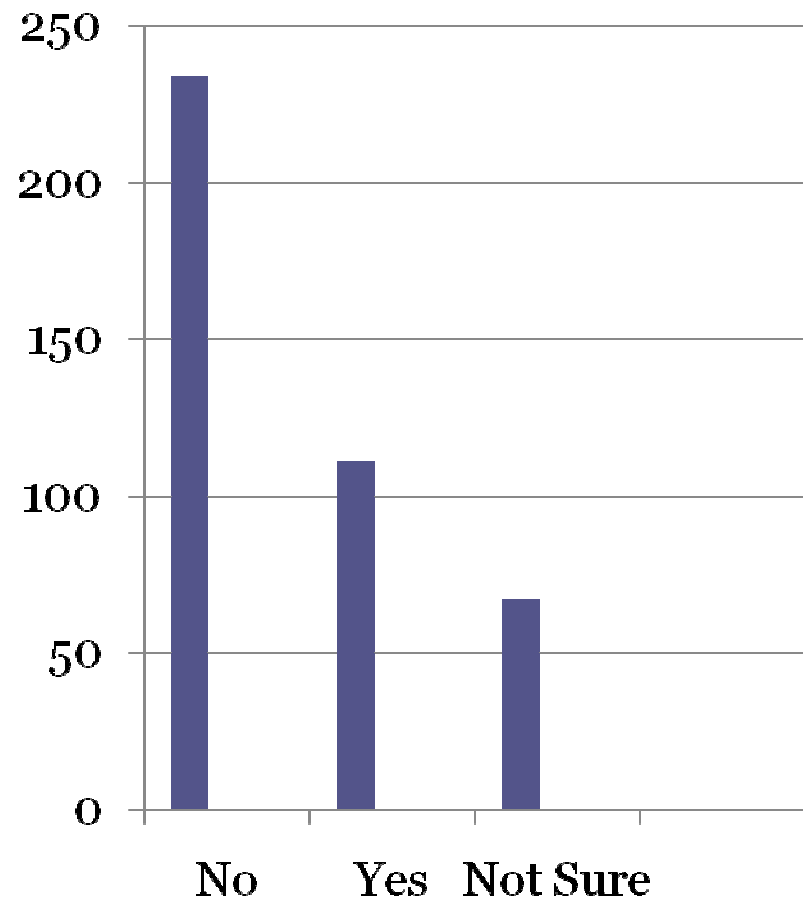
- No 234 (57%)
- Yes 111 (27%)
- Not sure 67 (16%)

People who answered question:

- **412** (96%)

People who skipped question:

- **19** (4%)



What is the size of your organization?

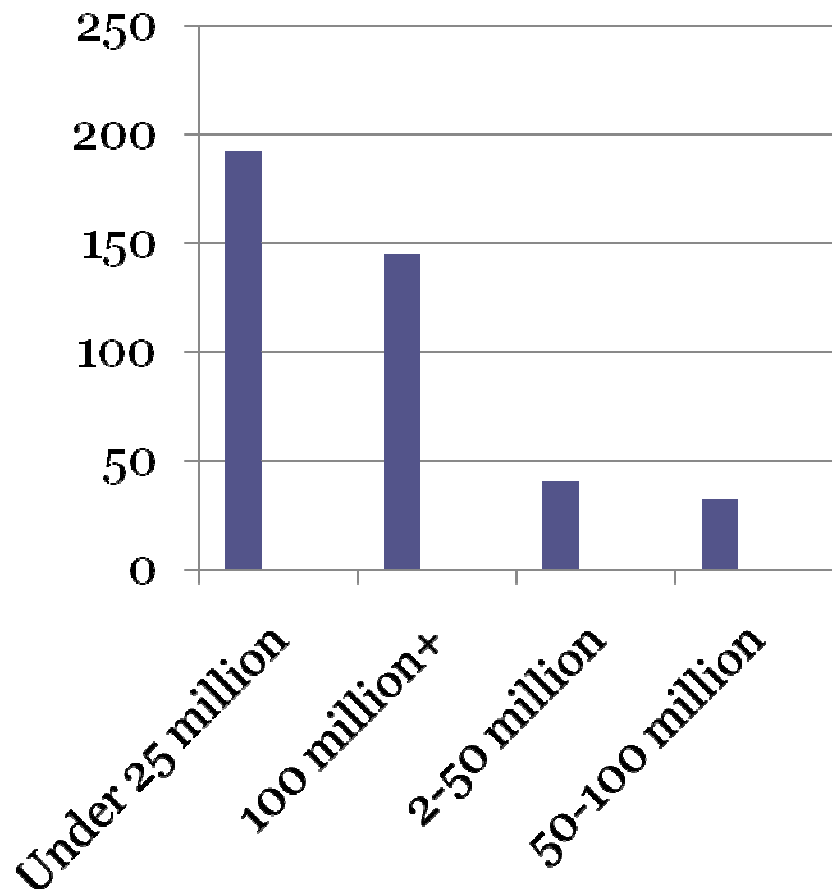
- Under 25 million 192 (47%)
- 100 million+ 145 (35%)
- 25-50 million 40 (10%)
- 50-100 million 32 (8%)

People who answered question:

- **409** (95%)

People who skipped question:

- **22** (5%)



What is your role with your current company?

- Executive 170 (41%)
- Management 141 (34%)
- Sales/Marketing 77 (19%)
- Operations 15 (4%)
- Administration 10 (2%)

People who answered question:

- **413** (96%)

People who skipped question:

- **19** (4%)

