

A Customer's Perception of An Organization Can Be Based on Their Interaction with Call Center

In many instances the call center is the first and sometimes the only interaction a customer has with a company. Therefore, it is only logical their perception of the organization will be based on this experience.

A study commissioned by Genesys and conducted by Lightspeed Research used a 30 question survey of 500 consumers across the United States. The purpose was to get a better understanding of consumer attitudes toward call centers and customer service in general.

Here are the findings:

- 84% respondents want proactive communications from their suppliers
- 76% would like to hear about other products and services
- 31% want the option of on-line chat vs. telephone
- 78% like using email
 - 20% expect a response to their email within 1 hour
 - 15% want a response within 4 hours
 - 51% within 24 hours
- 48% indicated customer service as the factor for loyalty to a company
- 82% would do business because of a "great" call center experience
- 44% stopped doing business with a company due to a "poor" call center experience
- 88% would have a more positive opinion of an organization if they received a "thank you" call after doing business with the company
- 94% use the companies website to find the contact information
 - 42% say indicated it was difficult to find the contact information
- 74% have a negative reaction if they feel they are being pushed to use self-service
 - 13% will tell the company
 - 61% are less loyal and take their business elsewhere
- 70% are frustrated by IVRs with too many "incorrect" options
- 68% are frustrated by long hold times
- 62% are frustrated by having to repeat information previously provided (during the same call)

So bottom line, those organizations that provide stellar customer service will be in a better position to keep the loyalty of their customers. We've all heard "it costs more money and time to find a new customer than to keep the ones you have."

Source for this article:

Genesys Consumer Survey 2007

Genesys Telecommunications Laboratories provides a suite of software products for call centers;

www.genesyslab.com

Lightspeed Research is an on-line interactive research organization; www.lightspeedresearch.com.