

State of the Contact Center 2022

EMPOWERING THE CONTACT CENTER AS A BRAND GUARDIAN

We surveyed consumers and contact center managers around the world about the role of customer service in shaping overall brand loyalty—and revenue. Our findings reveal opportunities to bridge gaps, improve performance, and elevate experiences. **Here are the key takeaways.**

THE CONTACT CENTER IS A PROFIT CENTER



97%

of consumers say contact center interactions impact their brand loyalty.



98%

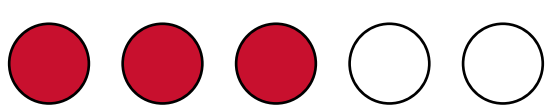
of contact center managers say contact center interactions impact brand loyalty.



88%

agree that brand perception directly drives overall revenue growth.

CONSUMER LOYALTY IS CONDITIONAL



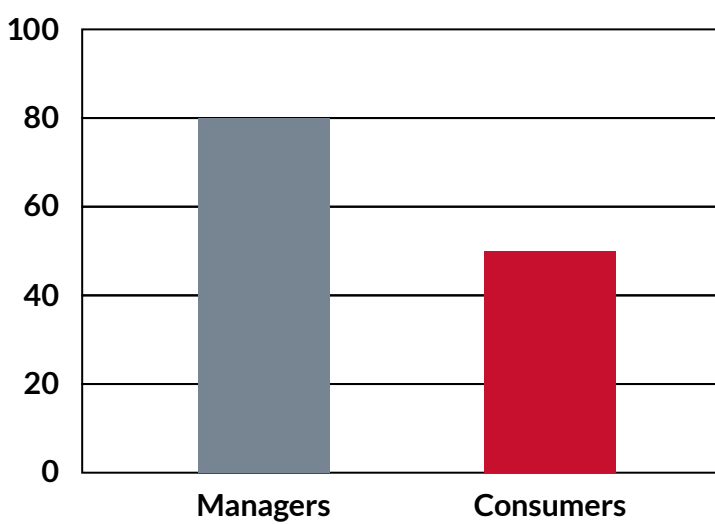
3 IN 5

consumers say they've left a brand due to a negative contact center interaction.

CONTACT CENTER MANAGERS AND CONSUMERS DISAGREE ABOUT PERFORMANCE

Contact centers rate their performance a lot higher than consumers do. We uncovered a **30-point gap** between consumer and manager perceptions across every facet of the customer experience.

Percentage Who Believe the Contact Center Meets Customer Expectations



Which channels are the most important in influencing customer perceptions of a brand?

CONSUMERS	MANAGERS
1. Phone	1. Social Media
2. Website	2. App
3. Email	3. Phone

CONSUMERS WANT EMPATHETIC, LIVE AGENTS

Contact center managers' rankings of channel importance are nearly the exact opposite of consumers. Contact centers prioritize innovative channels, thinking they'll lead to a better CX, but customers still prefer traditional channels.

MORE STATS

50% of consumers now expect to be recognized across channels and touchpoints.

74% of consumers say feeling known by agents across channels increases brand loyalty.

AGENTS ARE FRONTLINE BRAND GUARDIANS

Consumers know that the brunt of their heightened expectations fall on agents' shoulders. The majority think it's time that contact centers elevate the agent role to that of a frontline brand guardian. While 9 in 10 contact center managers say they treat agents as brand guardians, **only 1 in 3 consumers believe they're effective.**

Biggest Barriers to Better Agent Service, According to Consumers

- Inadequate agent training
- Staffing struggles
- Low pay

Top Investments to Empower Agents, According to Managers

- Better tools and tech
- Enhanced analytics insights
- Improved coaching and development

Good news: Most contact centers recognize the need for agent upskilling to resolve complex issues—and they're making investments to empower agents with customer insights.

Our survey shows that customer satisfaction is no longer enough. Contact centers must now deliver customer enthusiasm to retain loyalty and drive revenue. To do that, they need to boldly take ownership over the brand experience and empower their agents as frontline guardians.

DOWNLOAD THE FULL REPORT FOR MORE STATS AND ANALYSIS

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