

# 6 BIGGEST CUSTOMER FRUSTRATIONS IN 2020

Today's customers live such a really fast-paced life and they expect that companies keep up with their lifestyle. The contact center as we know it needs to change and its leaders have to make decisions to avoid the pitfalls of customer frustrations.

## 1

### CALL MULTIPLE TIMES ABOUT THE SAME ISSUE

In emergency situations  
**63%**

of customers want to use the phone



Long waiting times

HOW TO DEAL WITH CALL VOLUME PEAKS?

Offer alternatives such as a voice message or a call back



### REPEAT SAME INFORMATION ENDLESSLY DURING THE SAME INTERACTION

**72%**

of consumers consider having to explain their problem to multiple people as poor customer service



Calls transferred multiple times

HOW TO AVOID THIS SITUATION?

Break silos to unify information and acknowledge customer's issue



## 2

## 3

### CONVERSATION TIMEOUTS

**79%**

of customers say they prefer live chat compared to other channels



Queues and timeouts for digital interactions

CAN YOU KEEP THE CONVERSATION GOING?

Support asynchronous conversations that span across channels and time



### REDUCED CHOICE OF COMMUNICATION CHANNELS

**74%**

of customers use 3 or more channels to access customer service



Limited to traditional channels

HOW EASY IS IT FOR CUSTOMERS TO REACH OUT TO YOUR CONTACT CENTER?

Be where customers are, give them different choices



## 4

## 5

### ONE SIZE FITS ALL CUSTOMER SERVICE

**72%**

of consumers expect the agent to "know who they are and have insights into their previous engagements."



Ask for basic information, such as name or phone number

DOES YOUR CONTACT CENTER MAKE EACH CUSTOMER FEEL SPECIAL AND VIP?

Know who each customer is and match them to the same agent



### NO SELF-SERVICE OPTIONS

**67%**

of customers prefer to use self-service options instead of speaking with a company representative



Confusing, incomplete self-service

ARE YOUR CUSTOMERS ABLE TO FIND WHAT THEY'RE LOOKING FOR ON THEIR OWN?

Combine self-service with assisted service to enable smooth and seamless customer journeys



## 6

CAN YOUR CONTACT CENTER KEEP UP WITH THE FAST-PACED BEHAVIOR OF MODERN CUSTOMERS? IS YOUR CONTACT CENTER RESPONSIVE?

[GET A FREE CONSULTATION!](#)

