

# Consumer Survey 2006 - USA

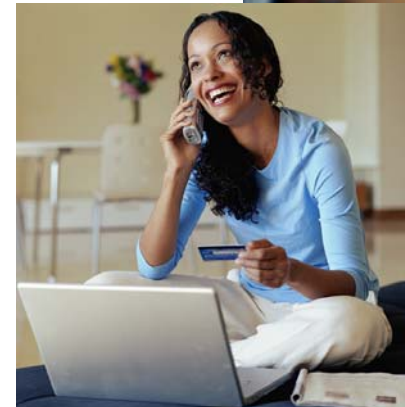
Summary with key results



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# Research methodology

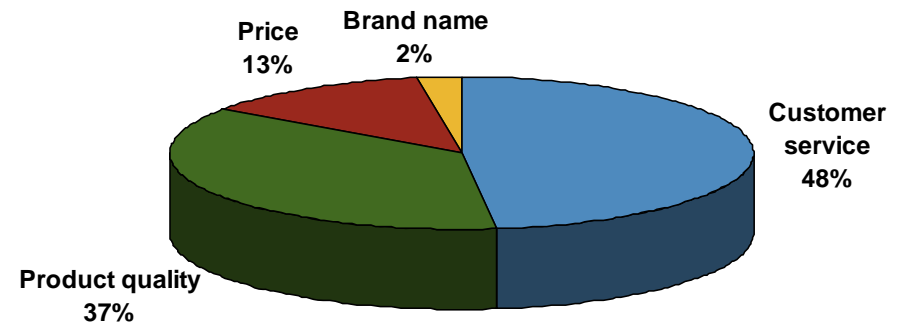
- 500 consumers were surveyed from across the USA in order to better understand consumer attitudes to contact centers and customer service
- The survey was conducted online in September 2006 by independent global research agency Lightspeed Research
- Respondents were aged 18 years and over and represented a national cross-section of consumers in terms of age, gender and region
- This research is part of a global study that surveyed a total of 3400 consumers, the results of which are available on request



# The contact center experience is the key to customer loyalty

- 48% of consumers say that customer service has the biggest impact on their loyalty to a company
- 82% say they would do business with a company based on a great call center experience
  - 16% would do so even if prices were higher than average

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



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# A poor contact center experience has a direct impact on a company's bottom line

- 63% of consumers say the last time they stopped doing business with a company was partly or wholly due to a poor customer service experience
- 44% say that a poor call center experience was the *sole reason* they have stopped doing business with a company



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# Consumers are frustrated by basic problems

- 70% are frustrated by IVRs with too many or incorrect options
- 68% are frustrated by long hold times
- 62% are frustrated by having to repeat information



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# Long hold times and being transferred are major concerns for consumers

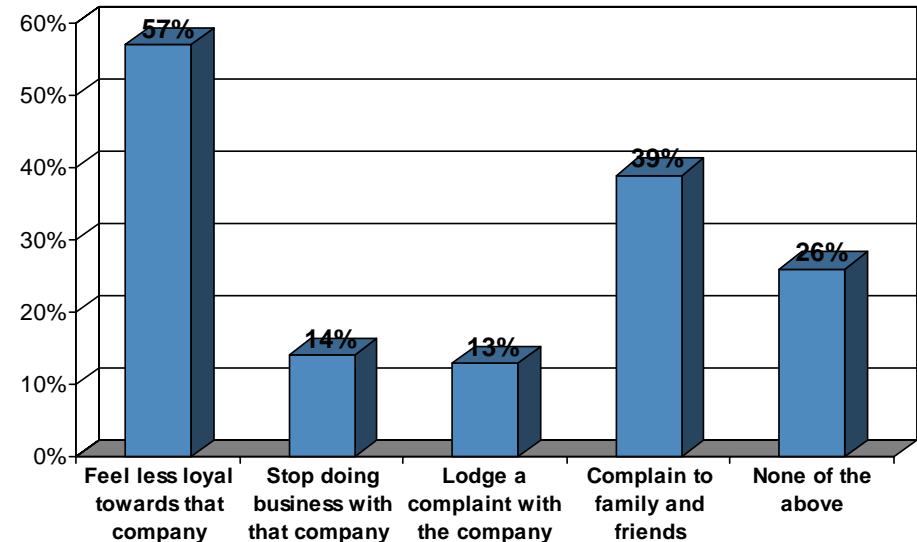
- The length of time on hold has the biggest impact on consumers' satisfaction with a call center
  - 66% would like the option to ask for a call-back if the wait time is longer than they would like
- Having their issue resolved without being transferred has the second biggest impact on call center satisfaction
  - However 91% of consumers don't mind being transferred to someone who has the skills and knowledge to answer their query more quickly or efficiently



# Consumer attitudes toward self-service

- 91% of consumers feel that companies are pushing them to use self-service systems instead of talking to live people
- 74% react negatively when they feel they are being pushed to use self-service
- Only 13% tell the company
- 61% feel less loyal and/or take their business elsewhere

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



# Consumers actually *want* to receive cross-sell offers

- 76% of consumers would like their existing suppliers to tell them about other products and services that may benefit them.
  
- Of these:
  - 92% would like to receive proactive communications via the phone, email and/or SMS
  - 21% 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

- 88% 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 52% have received a courtesy call from a supplier**
- 84% 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 increasingly want to communicate via email, and expect a fast response

- 78% of consumers would like to communicate with a company via email and 34% say that email is their *most* preferred method of communication
- 75% would like companies to email them with information about other products and services they may be interested in
- 20% expect a response to their email within 1 hour – in 2003 only 6% of consumers expected a response in that timeframe (Genesys Global Consumer Survey June 2003)
  - 15% expect an email response within 4 hours, and 51% within 24 hours



# Consumer preference for web chat is increasing

- 22% of consumers claim to have used web chat (instant messaging) to communicate with a contact center in the last 12 months
- 31% like the option of having an online chat instead of talking over the phone
  - 43% of 18-39 year olds find this appealing, compared to 26% of consumers in higher age brackets
- 94% of consumers use companies' websites to find out how to contact them by phone or online
  - 42% say they have difficulty finding this contact information



N=500, Genesys Consumer Survey September 2006 – USA

# For more information...

The following additional sources of information are available from RevGen or your Regional Marketing Director:

- A complete collection of result charts for the US portion of the 2006 Consumer Survey
- Summary reports for APAC and Europe
- A global summary report
- Raw results files with further detail on differences between age groups

