

## Genesys USA Consumer Survey • 2007



Genesys commissioned a survey of 500 consumers across the United States in order to better understand consumer attitudes toward call centers and customer service. The 30-question survey was conducted online in September 2006 by the independent global research agency Lightspeed Research, and was completed by consumers who had dealt with a contact center in the previous 12 months via phone, email or web chat (instant messaging). Respondents were aged 18 and over, and represented a national cross-section of consumers in terms of age, gender and region.

This research is part of a wider study that surveyed a total of more than 4,000 consumers across Europe and the Asia Pacific, and the results for these regions are available on request, as is a combined global report.

# Executive Summary

The contact center is often the first (and sometimes the only) human interaction a customer has with a company, and many customers form their perception of a company based on their experience with that company's contact center. This survey highlights the importance of the contact center experience and the direct impact it can have on revenue and consumer loyalty. It also reveals some interesting trends in consumer expectations.

While most contact centers have typically been managed as a resource that responds to customers' requests for service, a significant opportunity exists for contact centers to be more proactive in building engaging relationships with their customers. 84% of consumers have indicated they would like to receive proactive communications from their suppliers.

Perhaps surprisingly 76% of consumers would also like to hear about a company's additional products and services, giving companies the opportunity to up-sell and cross-sell to customers while engaging them at the same time.

Consumers increasingly wish to communicate with companies using newer technologies, and value having access to multiple channels. 31% would like to have the

option of live online web chat instead of talking over the phone, and 78% would like to communicate with contact centers using email.

However despite their increased preference for new technologies consumers do not like to feel that they are being overly pushed into using self-service systems, and companies that do so risk losing customers and revenue, as well as missing out on the opportunity to engage with customers through human interaction.

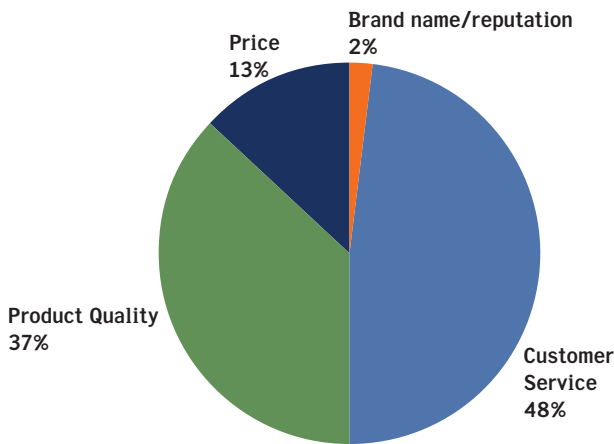
Finally, there is still considerable room for basic improvement in contact center performance. There are a few major causes of frustration for customers when dealing with contact centers, and companies need to address basic issues like long hold times and the incidence of transfers in order to make the customer experience a satisfactory one.

In today's competitive environment successful companies will be those that address the main sources of consumer frustration with contact centers, use new channels wisely to enhance customer service while minimising operational costs, and seize every opportunity to engage customers by making their contact center experience a powerful one.

# Key Findings

## The contact center experience is the key to customer loyalty

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



48% of consumers say that customer service has the biggest impact on their loyalty to a company

### Other findings:

- 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
- 63% 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*

## Consumers value proactive outbound communications

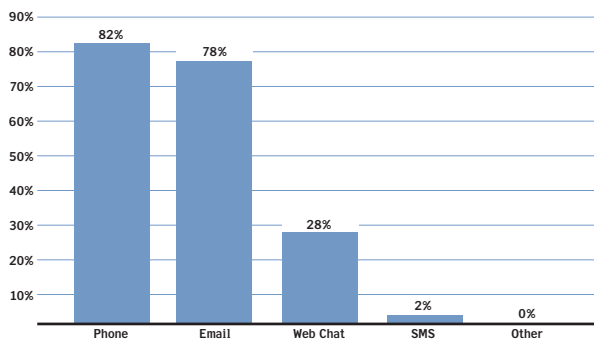
- 88% of consumers would have a more positive opinion of a supplier after receiving a courtesy call just to thank them for their business or ask them how satisfied they are
  - Only 52% have received a courtesy call from a supplier
- 84% of consumers would like to receive proactive communications from companies to keep them informed about service delivery and/or other products and services that may be of interest to them

## Consumers actually want to receive cross-sell offers

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

## Consumers are becoming increasingly interested in using new channels to communicate with companies

By which methods would you like to communicate with a contact center?



**78% of consumers would like to communicate with a company via email and 34% say that email is their most preferred method of communication**

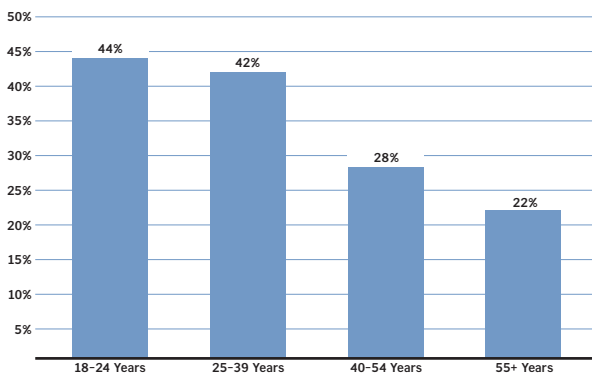
## Consumers increasingly want to communicate via email, and expect a fast response

- 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\*
  - 15% expect an email response within 4 hours, and 51% within 24 hours
- 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

\* Genesys Global Consumer Survey June 2003

## Consumer preference for web chat is increasing, and not just among the younger age groups

### Appeal of option to use web chat instead of the phone (by age group)

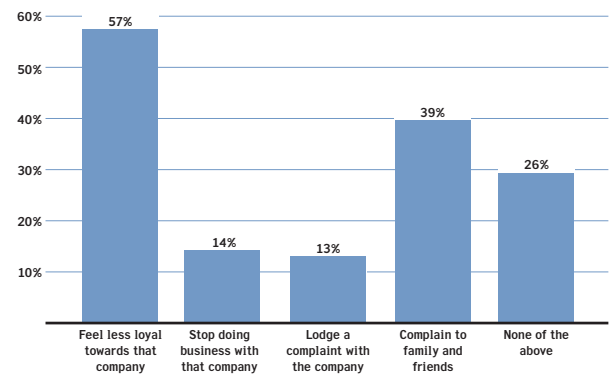


**43% of 18-39 year olds find this appealing, compared to 26% of consumers in higher age brackets**

- 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*

## Consumer attitudes toward self-service

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

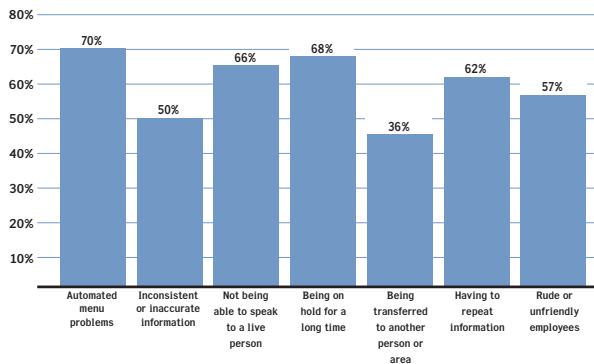


**74% react negatively when they feel they are being pushed to use self-service**

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

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

### What frustrates you most when dealing with a call center?



- 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
- 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 they've already provided
- ***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***

## Additional Information

To learn more about Genesys solutions, please visit [www.genesyslab.com](http://www.genesyslab.com)

## About Genesys Telecommunications Laboratories, Inc.

Genesys, an Alcatel-Lucent company, is the only company that focuses 100% on software to manage customer interactions over the phone, web and in email. The Genesys software suite dynamically connects customers with the right resources – self-service or assisted-service – to fulfill customer requests, optimize customer care goals and efficiently use resources. Genesys software directs more than 100 million customer interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies can leverage their entire organization, from the contact center to the back office, to improve the overall customer experience. As a result, Genesys helps stop customer frustration, drive efficiency, and accelerate business innovation.

## About Lightspeed Research

Through its network of proprietary panels and accredited panel partners, Lightspeed Research ([www.lightspeedresearch.com](http://www.lightspeedresearch.com)) has access to over 18 million household members across 34 countries in Europe, North America and Asia-Pacific. Lightspeed Research's panels are recruited and maintained to the highest industry standards to ensure quality and representative sampling for studies that range in scope and complexity across most industry sectors.



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