

Contact Centres

Effective Communication

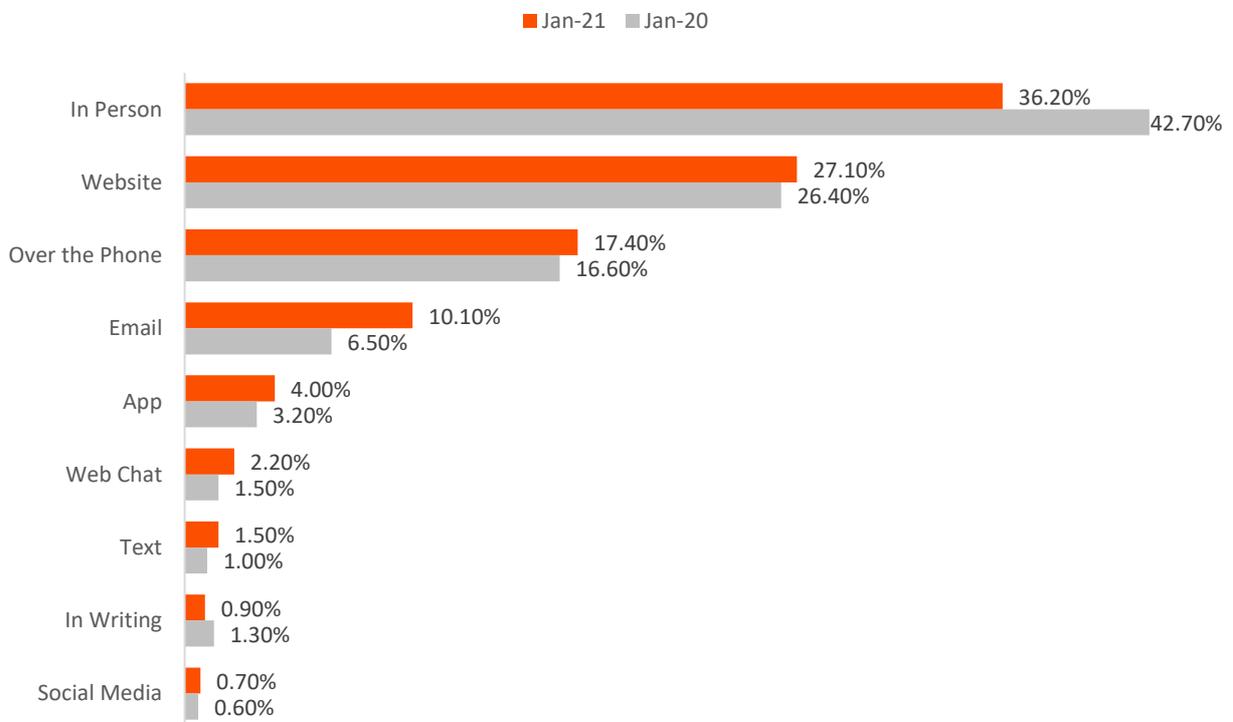


Customer communication channels

The Covid lockdowns and social distancing rules resulted in less face to face interactions. Customers still needed to reach organisations and sought different channels to do so.

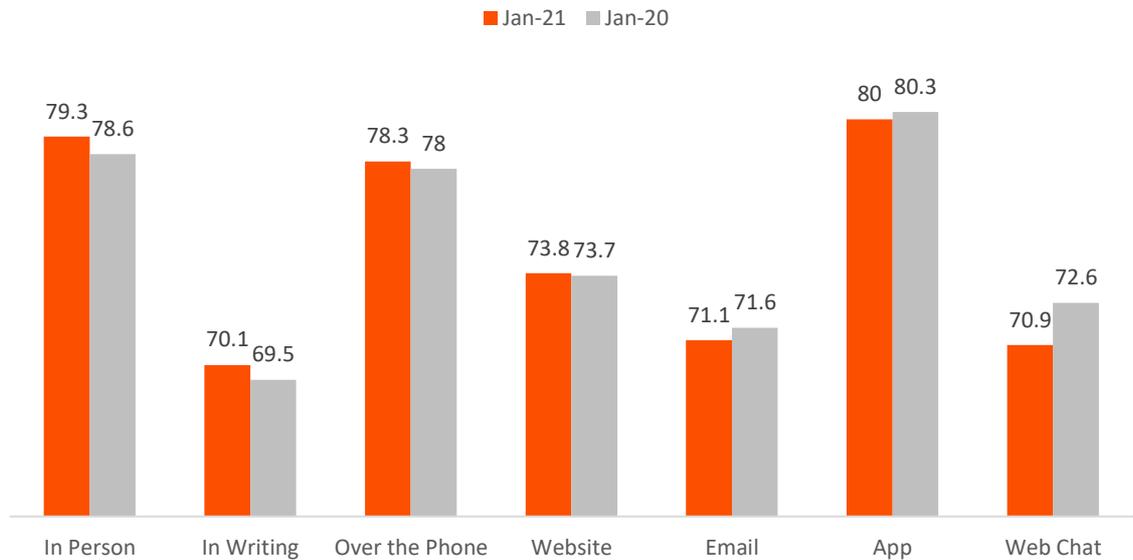
The Institute of Customer Service (ICS) found that face to face interactions fell from 42.8% to 36.2% in a year. Customers used alternative methods such as websites, contact centres, email, apps, web chat, text messaging and social media.

Channels used for customer experiences recorded by the ICS



The range of channels offered by organisation were put to the test, as was their response to customers. With less face to face experiences the strain on the other channels showed as customer satisfaction fell for email, app, web chat experiences.

Customer satisfaction by channel



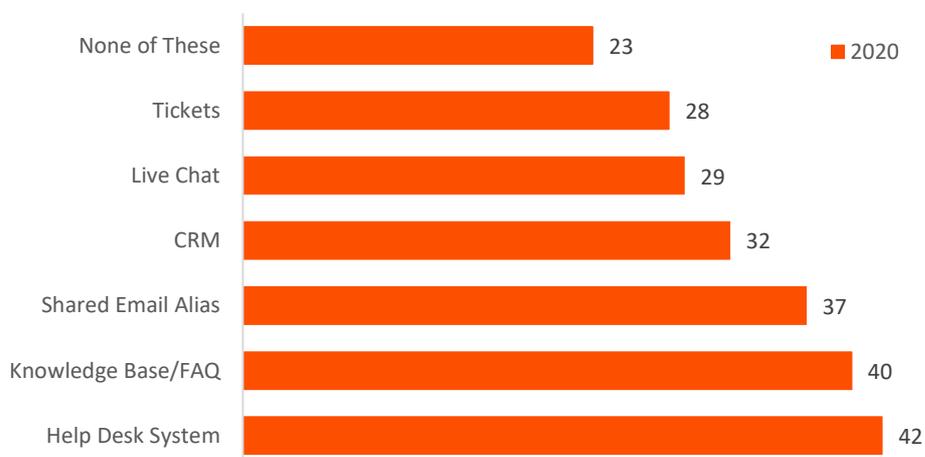
“Email, App and Web chat are the only channels in which average customer satisfaction is lower than a year ago.”

The Institute of Customer Service

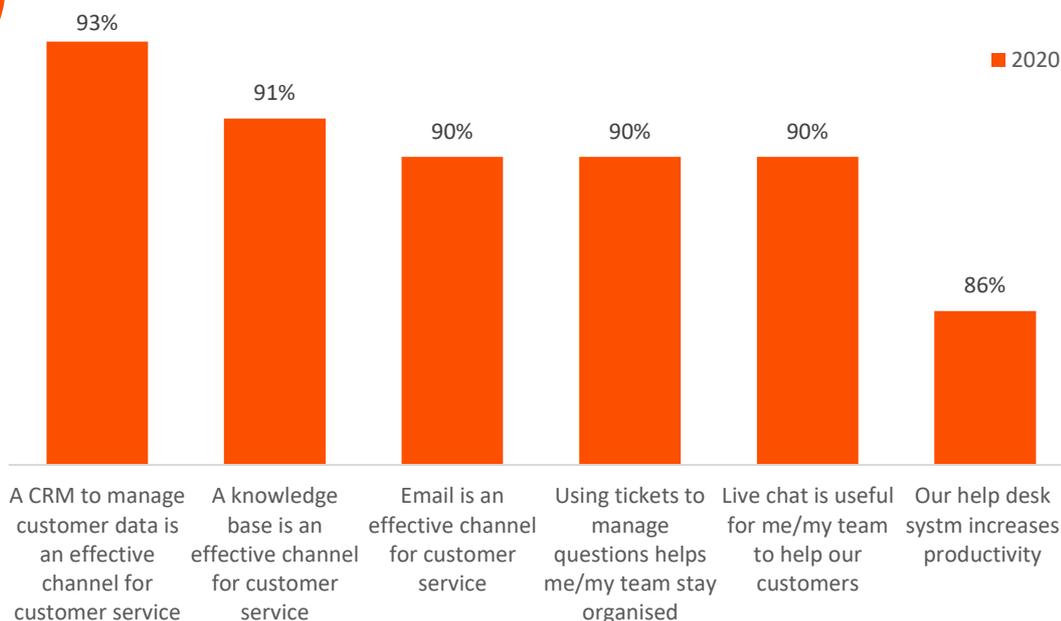
Tools used by customer service

To gain an insight into the customer service industry, Hubspot asked contact centre agents what tools they use;

Tools and technologies used by contact centres



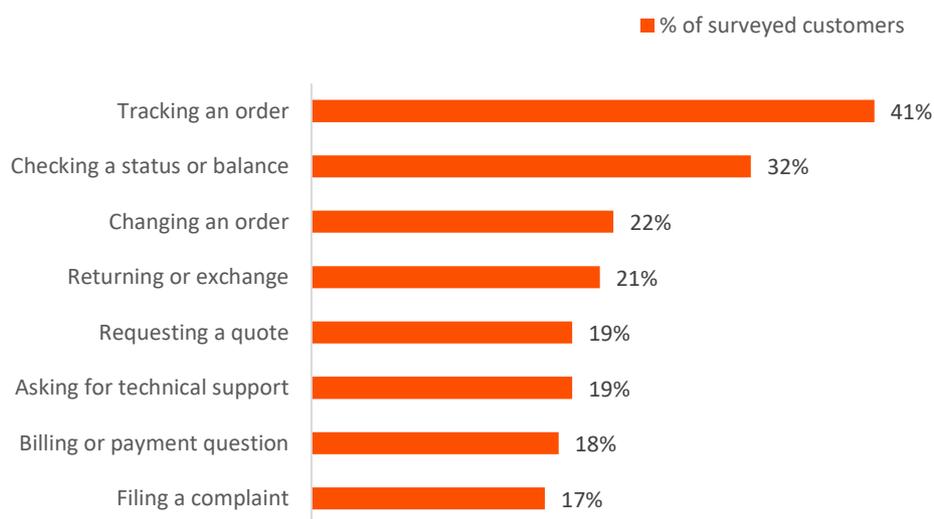
Tools considered effective by contact centre agents



Automated chats for simpler tasks

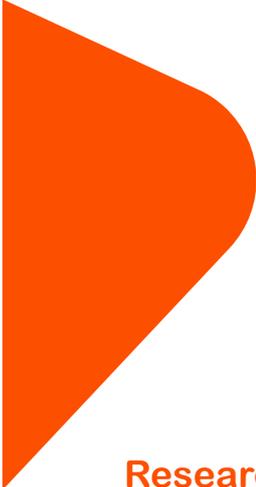
Zendesk found that customer interactions through automated chat rose by 81% in 2020. This channel offered customers an outlet to communicate around the clock and have simple tasks dealt with when agents are unavailable.

Customers prefer automated interactions for simple tasks



The service offered by the automated channel also eased the pressure off agents, allowing them to focus on more complex tasks.

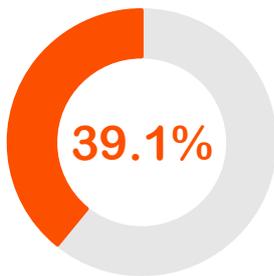
It's important that any issues that an automated chat cannot resolve are handed over to agents so the issue is dealt with and avoid customers having to repeat themselves.



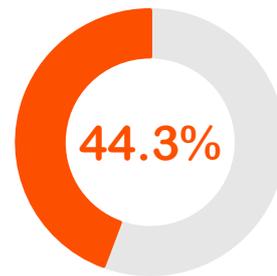
Importance of human interaction

Although organisations are expected to offer a range of communication channels it's vital to remember the importance human interaction still holds for customers.

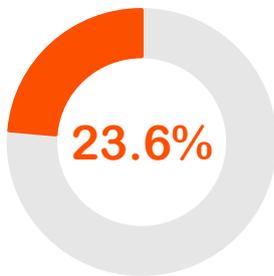
Research by CGS found that...



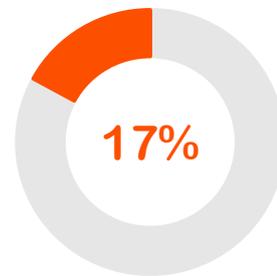
of customers felt having interaction with a live agent was valued



wished that organisations were clear on how to get help with a service agent



of customers were disappointed as a result of not being able to reach an agent



were unhappy with automated chats being unable to offer a resolution

Investing in the right range of channels

Whilst interactions with an agent is valued, offering alternative options is important to create a good customer experience. All the channels must work together seamlessly with information flowing from one channel to another and avoid customers having to repeat themselves. Organisations must seek the right balance between efficiency and human interaction, investing in the right tool for the right communication for a smart and effective service.

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Whistl is the UK's leading provider of personalised contact centre solutions. With over 20 years' experience and a support team of over 350 agents we tailor our support to your needs, to provide exceptional customer experience.

About Whistl

Whistl is the UK's leading logistics specialist in e-fulfilment, contact centres, mail, and parcels.

Our people are key to our success and we recognise their value by investing in development programmes to help them reach their potential.



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Data Sources

- <https://www.instituteofcustomerservice.com/research-insight/ukcsi/>
- <https://blog.hubspot.com/service/customer-service-2020>
- <https://www.zendesk.co.uk/blog/customer-service-trends/>
- <https://www.cgsinc.com/en/resources/customer-service-in-crisis>