



Contact Centre Fact Sheet

Top findings from our survey of 1,000 consumers

CONTACT FREQUENCY

50%

Of respondents said they called a contact centre within a 7 day period

80%

Of respondents said they called a contact centre within a 30 day period

CUSTOMER SERVICE

38%

Believe a quick resolve equates to good customer service

50%

Claimed to have stopped buying as a result of bad customer service



80%

Happy to hold for 5 minutes or less

9am - 12pm

Peak
Call time

Men

Will hold for 1.6 minutes less than Women

15%

Prefer to place product/sales orders over the phone

49%

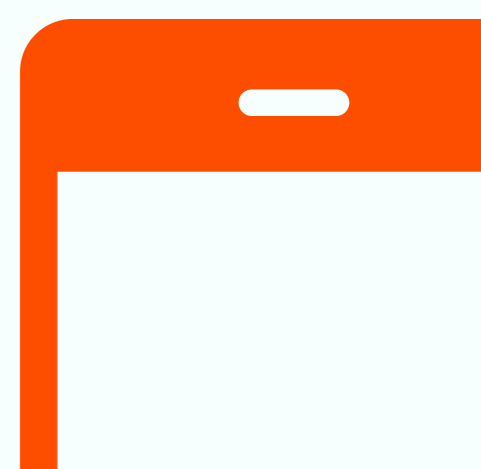
Called up to book an appointment rather than go online

45%

Preferred to call customer services to complain

86%

Rather use push button options than voice control



Find out how our Contact Centre Services can help your business

Get in touch today

whistl.co.uk/enquiries

01628 703 538