

# Contact Centres

## Prioritising and improving customer service



### Prioritising customer service

The Contact Centre industry has faced unpredictable challenges in dealing with the pandemic. Whilst many organisations coped by reacting quickly and efficiently, others simply struggled. With customer expectations and customer knowledge on the rise, those wanting to survive must provide a high standard of customer service.

The state of UK customer satisfaction in 2021, Helen Billingham

**“The industry has faced huge disruptions, including having to move customer service and contact centre staff to homeworking, coping with a higher volume of interactions and queries and staff shortages as employees have been forced to self-isolate. All of these have meant it has been an extremely challenging time.”**

### 1/3 of customers not happy

Recent research has discovered that almost a third of customers are unsatisfied with the level of customer service they received.



**35%**

say this is because of communication issues



**18%**

found it difficult to effectively communicate their problem to the agent



**13%**

said agents did not understand their point of view



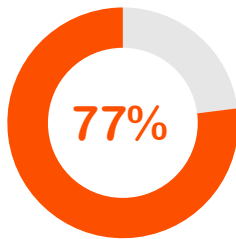
**13%**

stated that the agent was unaware of previous conversation that taken place

Furthermore, 14.9% of customers experienced a problem with an organisation, the highest level ever recorded by the UK Customer Satisfaction Index.

## Retention and loyalty

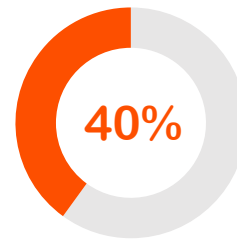
According to 'Zendesks' Customer Experience trends report, '2021' Companies must prioritise their service or risk losing customers.



of customers say they're more loyal to businesses that offer excellent service.



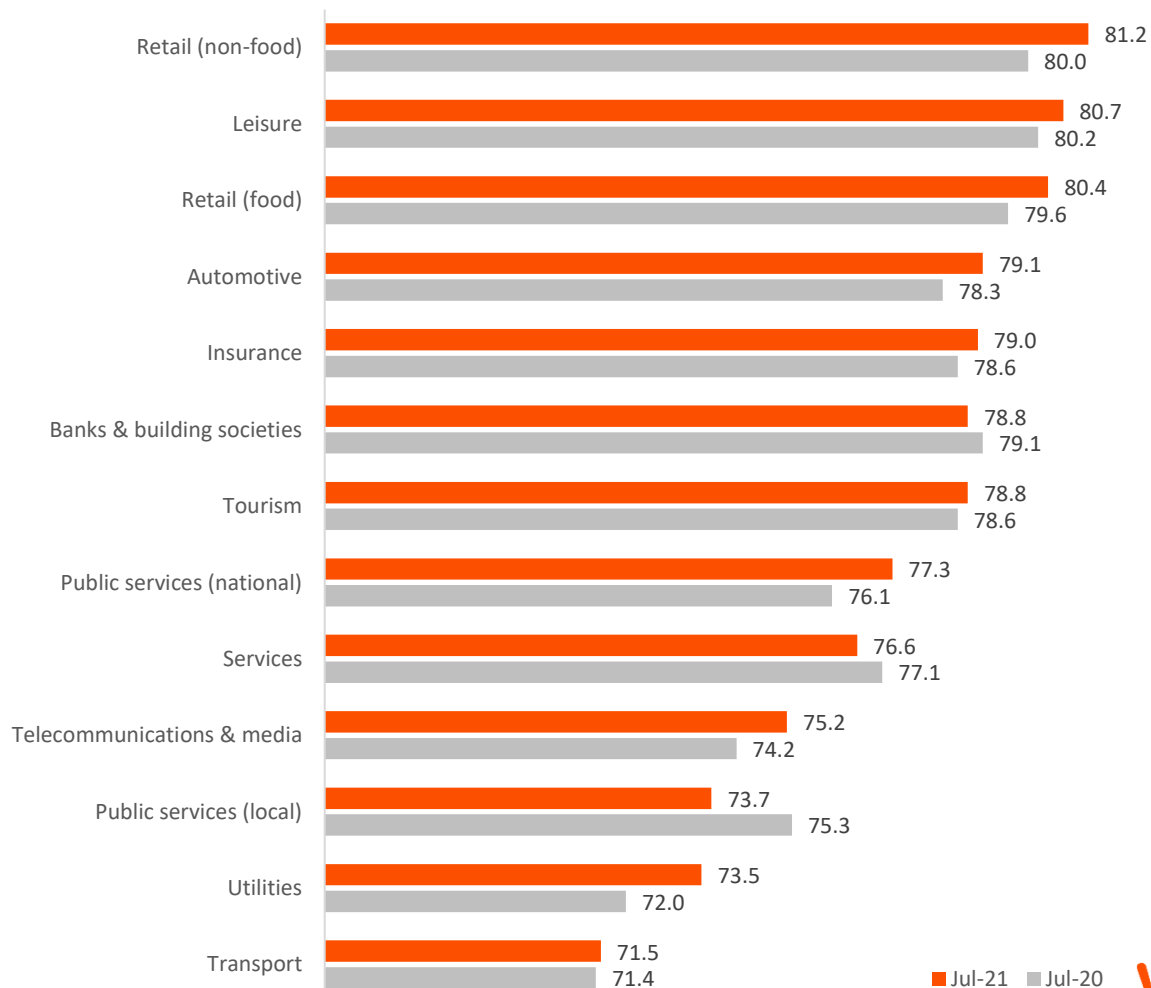
believe customer support is more important in 2021 than 2020



would take their business elsewhere after one bad customer experience.

## Customer satisfaction via sector

UKs Customer Satisfaction Index highlighted the customer satisfaction levels with industry sectors since July 2020. The Retail non-food sector scored the highest, followed by the Leisure industry and then the Retail food sector. Public services (local), Utilities and Transport feature in the bottom 3 of the table.



Jul-21 Jul-20

## Customers willing to pay more

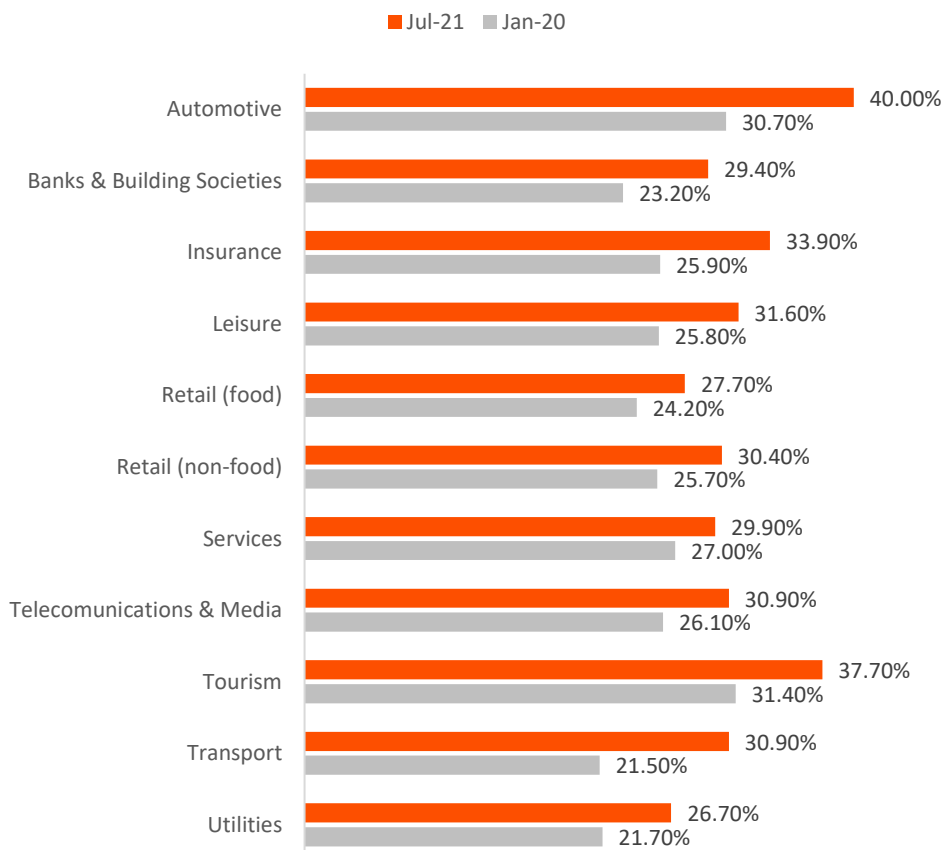
Customers want and demand higher levels of customer service as it offers them reassurance and trust with the company they are dealing with. The Institute of Customer Service found that customers were even willing to pay more for excellent service:

**'Why do you prefer excellent service, even if it means paying more?'**



The report also discovered that customers were more likely to pay more for a better service in particular sectors, especially Automotive, Insurance, Transport, Banks & Building societies and Tourism sectors.

### % of customers willing to pay more for a better service by sector

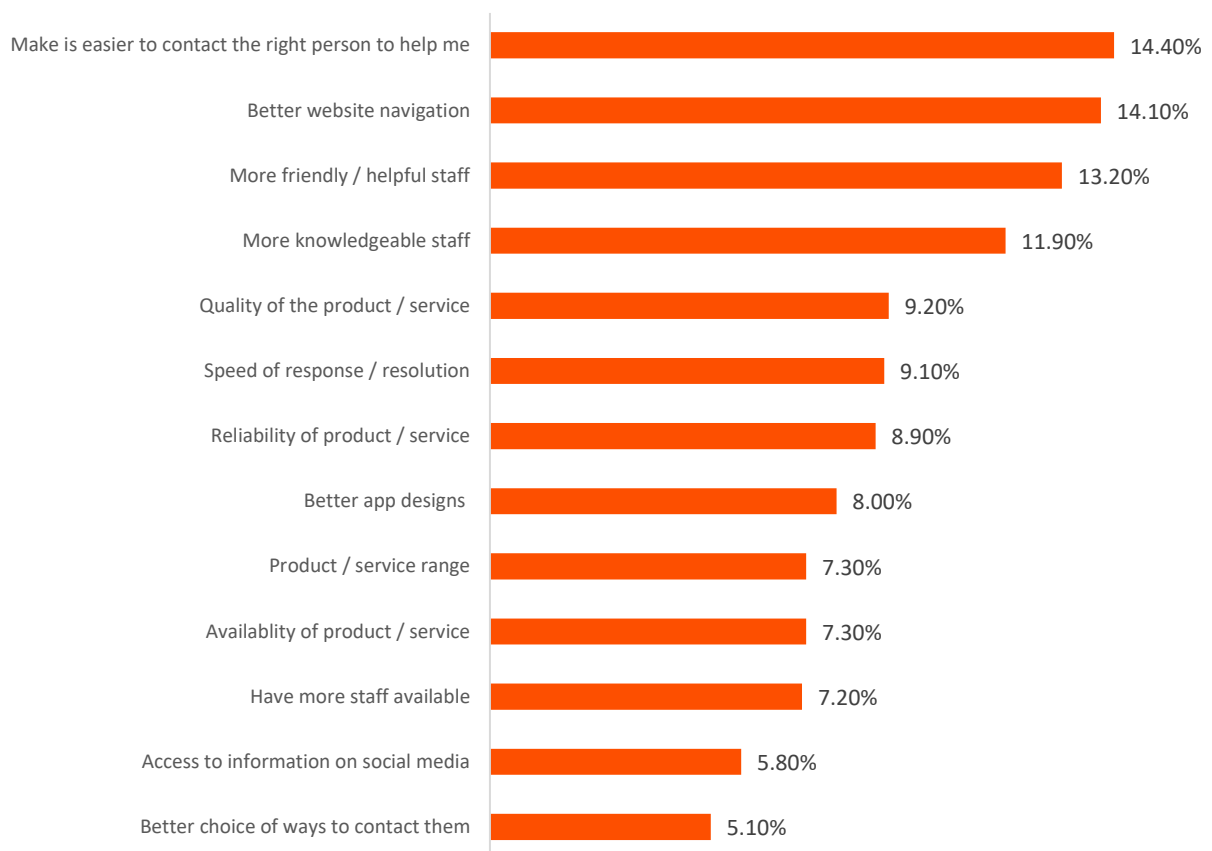


## Areas of improvement

The UKCSI report asked customers what organisations needed to do to improve customer services.

### The top three issues highlighted were:

1. Make it easier to contact the right person
2. Better website navigation
3. More friendly and helpful staff



There is no doubt the contact centre agent is the most important asset to providing an excellent service. From contacting the 'right person', to having 'friendly/ helpful staff', it all revolves around having knowledgeable staff.

### ICS recommendations for organisations include:

- Make it easier for customers to contact your organisation and access help
- Communicate and engage proactively with your customers
- Be responsive to customers' personal context
- Prioritise and plan for the needs of vulnerable customers
- Assess your customers' changing priorities and needs
- Take care of employees' well-being

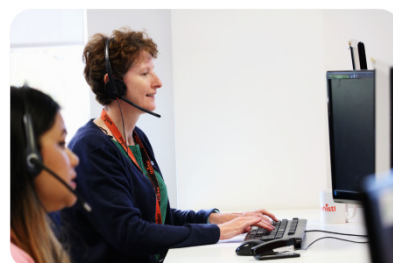
## Contact centres you can count on

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.



### Contact us

Whistl can support your business' customer service needs and all their multi-channel contacts.

**Enquire now for your bespoke quote**

01628 703 285 | [www.whistl.co.uk/enquiries](http://www.whistl.co.uk/enquiries)

### Data Sources

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- <https://www.telemediaonline.co.uk/half-of-consumers-want-video-calling-to-improve-customer-service-experiences>
- <https://www.instituteofcustomerservice.com/research-insight/ukcsi/>
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