

Voice of the Contact Centre Consumer 2022

A CCMA research initiative supported by Odigo

1

How many customers think service standards have improved this year?

40% of 18-34 year olds

19% of those over 55

Twice as many younger customers compared to older ones.

2

When are customers happy to self-serve?

59% Opening an account / placing an order

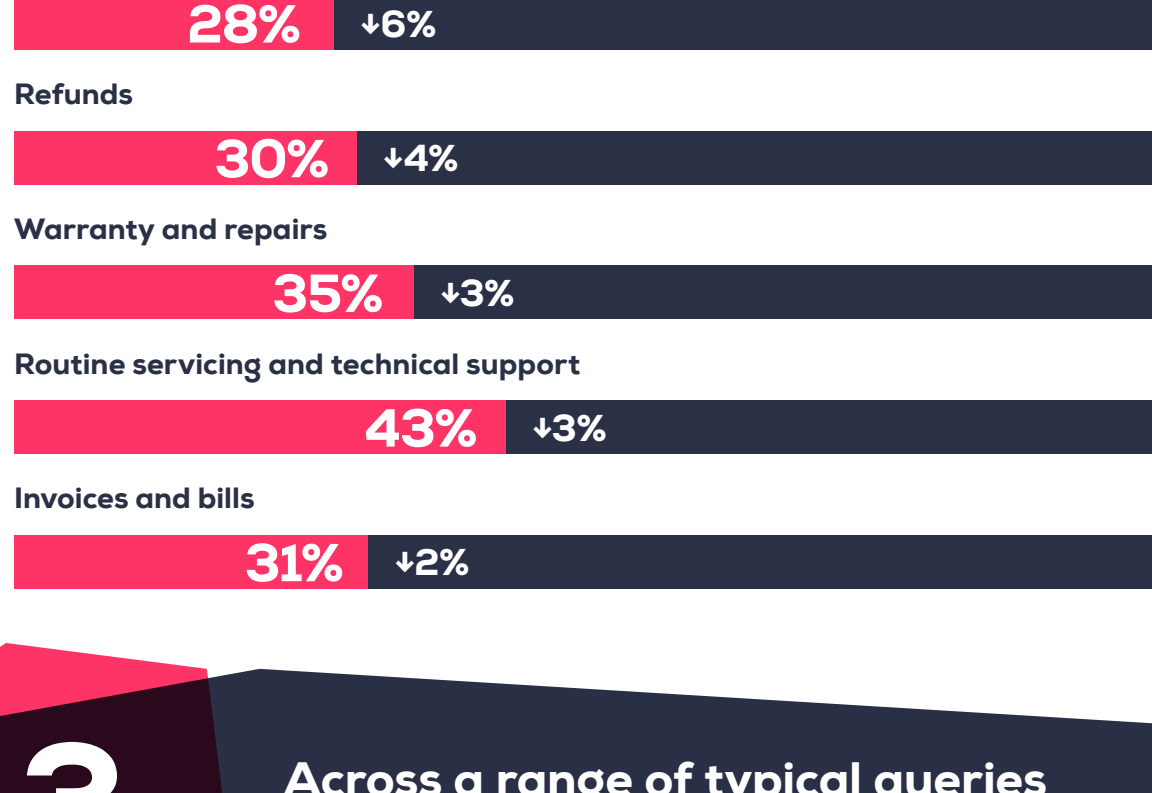
51% Delivery-related queries

50% Advice prior to placing an order

↑ Simpler, routine tasks

↓ Complex, urgent queries

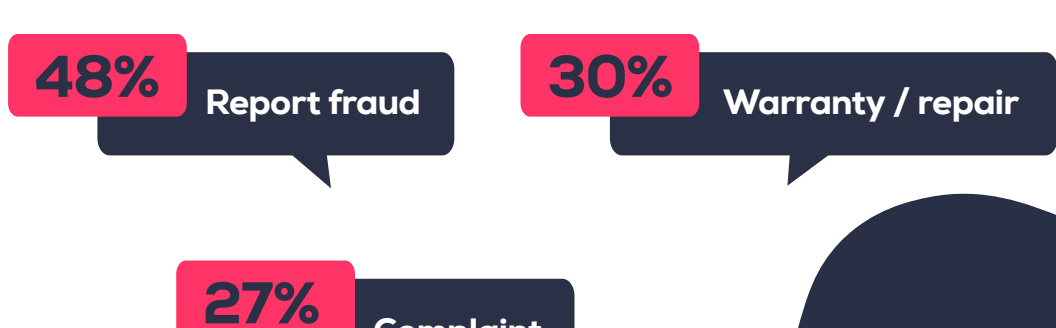
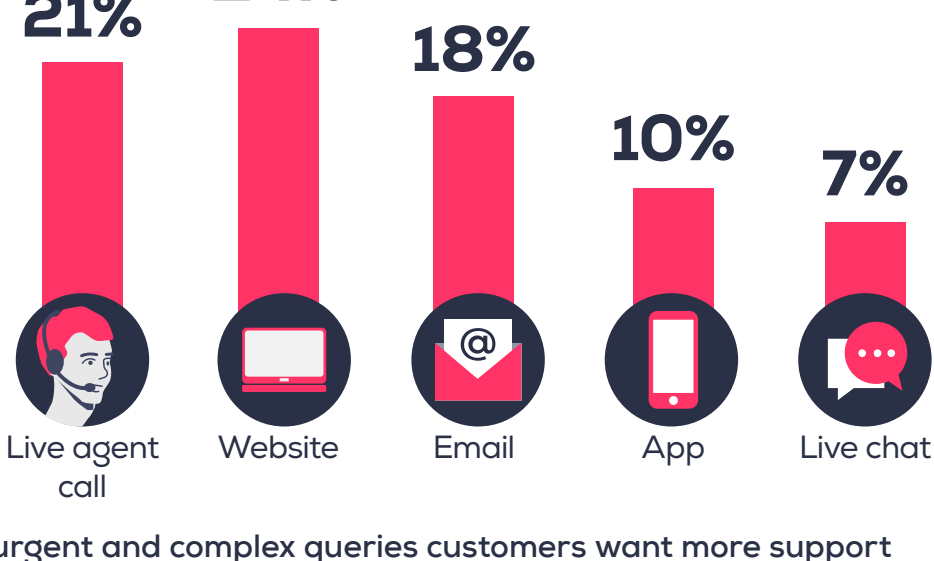
Complex or urgent query types are also less popular for self-service now than in 2021. Customers are becoming self-serve savvy and contact centre strategies may need adapting.



3

Across a range of typical queries which channels do customers reach for first?

These 5 channels were first choice 80% of the time.



NOTE: this does not represent interaction volumes, just the first contact channel choice.

Contact centres can target resources to enhance the experiences and journeys that add the most value to customers.

4

What positive steps can contact centres take in response?

Customer opinion varies with context, age, urgency and complexity. Contact Centre as a Service (CCaaS) solutions can help build the experiences customers most value into channel-less strategies. Personalise your services with personalised customer choices not compromises.

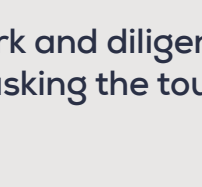
Focus improvements on priority channels and higher value experiences.



Harness automation and AI-enhanced self-service for high quality low urgency interactions.

For all the data, diagrams and discussion from industry leaders download the full report.

[Find it here](#)



Odigo would like to thank the CCMA for their hard work and diligence producing such an informative piece of research; by asking the tough questions you can get to the right answers.