



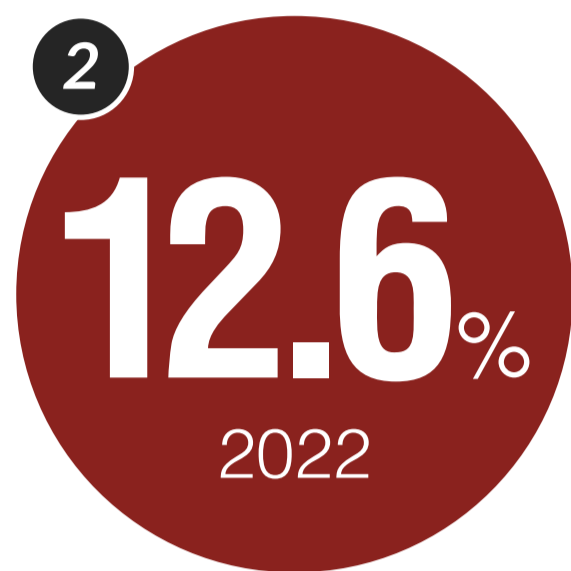
13 STATS

Every Call Center Manager Should Know

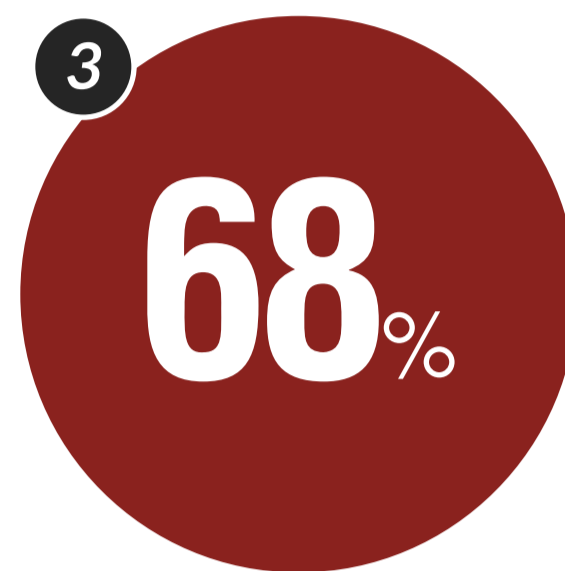
The Importance of Call Centers in Business



One in every 25 jobs in the US is within the contact center industry



Customer Service Representative jobs are expected to grow 12.6% by 2022



Phones still handle around 68% of all contact center communications



89% of marketing heads predict that customer experience will be the primary basis for competitive differentiation by 2017



Customer Service Experience can make or break your business

5 After a positive customer experience

69%

would recommend the company to others

50%

would use the business more frequently

6 After a negative customer experience

58%

will never use the company again

49%

will tell friends not to use the business

7 According to consumers, customer service agents failed to answer their questions 50 percent of the time (Harris Interactive).

34%

will take revenge by posting a review online or sharing a poor experience on social media

8 Savings for the average call center

1%

Improvement in first Call Response

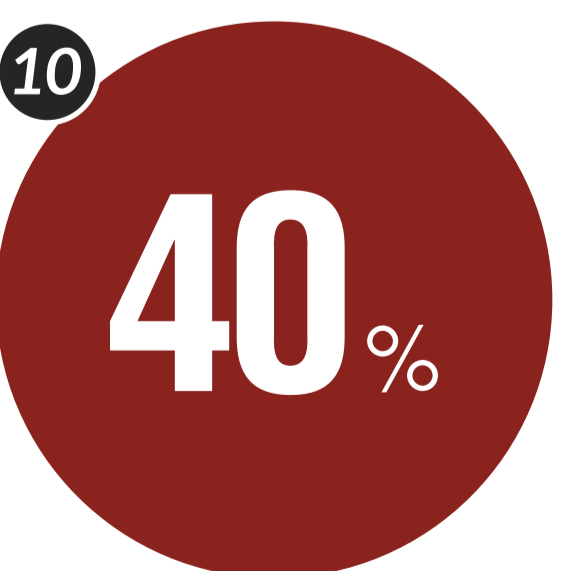
= **\$276,000**

in annual operational savings for the average call center

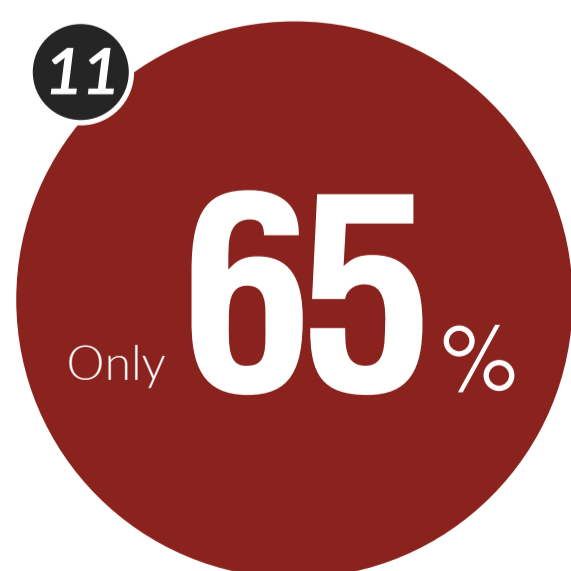
9 80 percent of companies say they deliver "superior" customer service while only 8 percent of customers feel the same

The common mistakes call centers make

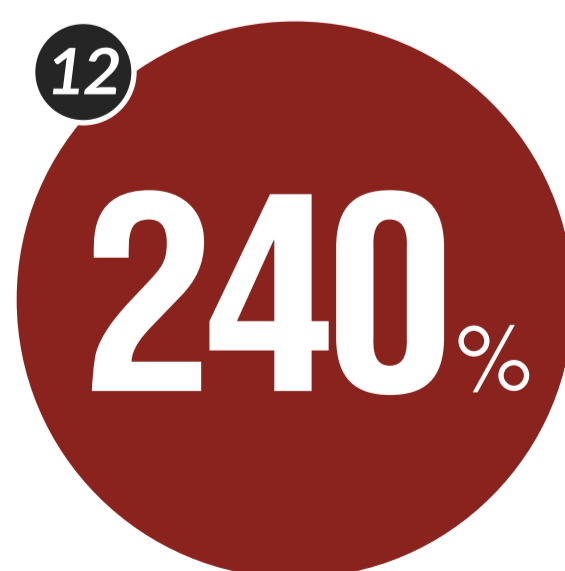
AVOID



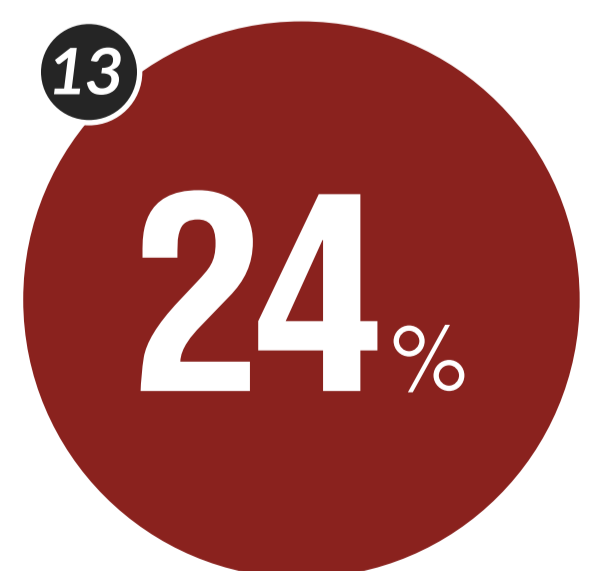
of contact centers have no data analysis tools, despite analytics being voted the top factor to change the shape of the industry within the next 5 years.



of companies provide effective tools and training to their agents to gain trust with their customers.



If employees are not engaging with customers, they are missing out on a 240% boost in performance-related business outcomes.



Only 24% of contact centers enjoy full collaboration on process design with their enterprise.