

Agent Empowerment Is a Possible Solution to Declining Satisfaction with Contact Centers

ANN ARBOR, Mich., June 27, 2022 – Customer discontent with their contact center interactions is growing at a time when agents are handling more complex issues than ever before. The 2022 Contact Center Satisfaction Index (CCSI) has fallen 5% to a score of 69 out of 100. Respondents are three times as likely to have increased—rather than decreased—their reliance on contact centers. This is likely due to the ongoing pandemic-related reduction of in-person options.

With higher volumes of online transactions—and more customers attempting self-service—contact center agents are tasked with solving increasingly complex issues. As a result, the data indicate that consumers must make more calls on average and endure more transfers until their issue is resolved.

Three key drivers of a satisfactory customer service interaction are: first-agent resolution, first-call resolution and call duration. The fewer agents and calls it takes to accomplish a task, the higher the CCSI. Excluding calls under 5 minutes (in which a customer might feel rushed), shorter calls are also correlated with a better satisfaction score. Effective and empowered agents are crucial to performing well in these areas.

Performance declines may indicate the need for empowering agents

Agents permitted to make decisions when assisting customers are more effective. Perceived performance in this area has declined, which could be a consequence of more customers attempting to self-serve online and leaving agents to solve the most complicated issues. This only reinforces the need for live agents as integrative thinking is required to address nuanced customer needs. Turnover tends to be high among call center staff, and the Great Resignation has only made the situation worse. Empowered agents are more likely to experience higher levels of engagement, which will help organizations retain their skilled workforce.

Customers who share via social media are less satisfied

Social media is an important part of the pre- through post-contact customer experience. It can serve both as a means of providing customer assistance and as way to monitor an organization's brand reputation. Although most customers reach out to contact centers via phones, many are initiating interaction via a social media platform. Organizations should integrate the most relevant platform for their customers as a contact channel. Customers are also more active in posting about negative experiences on social media, with Facebook as the most popular place to do so. The satisfaction score among those who share is lower overall.

For full results and recommendations, download CFI Group's [2022 Contact Center Satisfaction Index](#).

About CFI Group (www.cfigroup.com)

Since 1988, CFI Group has delivered customer experience measurement and business insights from its Ann Arbor, Michigan headquarters and a network of global offices. As founding partner of the American Customer Satisfaction Index (ACSI®), CFI Group is the only company within the United States licensed to apply customized ACSI methodology in the federal government. Using its patented technology and top research experts, CFI Group helps agencies improve the citizen experience with the federal government.

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