



Customer Satisfaction with Contact Centers Remains Low

CFI Group's annual 2017 Contact Center Satisfaction Index report underscores the need to empower frontline representatives to handle customer inquiries.

ANN ARBOR, Mich., July 11, 2017 – Today [CFI Group](#) released the results of the [2017 Contact Center Satisfaction Index report](#), a study based on a survey to a panel of 1,528 respondents who had contacted customer service in the prior 30 days. The Contact Center Satisfaction Index (CCSI) is 68, as measured on a 0-100 scale. The score is unchanged from 2016.

The key driver of satisfaction with the contact center experience is the interaction with a live representative. Most customers first try to address their issue online. By the time customers look to the contact center for help, they want to speak with a live representative. Customers want their issue solved on the first call and with the first representative.

“Companies should focus operational efforts on giving frontline representatives the tools, the training, and the authority to solve customer problems,” said Sheri Petras, CEO of CFI Group. “Contact center executives must resist the urge to think of the contact center as a self-service channel, and embrace the role of the contact center as an opportunity for customer assistance. Making it easier for customers to reach a human who can solve their problem is paramount to satisfaction.”

The report evaluates the customer experience with the contact center in context of what happens before, during, and after the customer service contact.

1) Pre-Contact – 63% try to resolve their issue before contacting customer service

Companies can boost customer satisfaction and reduce operational costs by making online tools and mobile app resources available to customers.

2) Contact – 80% call when contacting customer service, far outpacing email or chat

By the time customers call customer service, they are no longer looking for self-service; they want to speak with a live rep who can help them quickly. Contact professionals who can deliver first call resolution, first rep resolution, and low call handle time are critical for ensuring a great customer experience.

3) Post-Contact – 41% share their customer service experience with others

Companies with best-in-class contact practices effectively engage social media posts by customers.

Executives responsible for a contact center have a clear takeaway for each of the three phases of a contact: improve customer online self-service before the contact, empower frontline representatives during the contact, and engage customer on social media after the contact.

To read more about the 2017 Contact Center Satisfaction Index by CFI Group visit: cfigroup.com/resource-item/contact-center-satisfaction-7-2017

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 both the private and public sectors. Using patented technology and top research experts, CFI Group uncovers the business drivers and financial impact of customer experience.

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