

Satisfaction with Government Contact Centers at an All-Time High

ANN ARBOR, Mich., July 26, 2022 – CFI Group's 2022 [Government Contact Center Satisfaction Index](#) (GCCSI) report analyzes the evolution of customer behavior and needs as the pandemic continues impacting the operation of government offices. Americans seeking assistance from federal, state, or local governments still rely on remote services – such as those available through contact centers – to meet their needs.

The GCCSI improved two points in 2022, earning a score of 70 on a 100-point scale. This is the highest level of satisfaction with government contact centers ever recorded by CFI Group and is a continuation of the trend first identified in last year's report where former in-person visitors bolster the score.

Respondents are significantly more likely to have increased their reliance on government contact centers, rather than to have decreased it, which mirrors the usage patterns of private sector contact centers.

Given the satisfaction gains with government contact centers, their increased usage is likely to continue even when the pandemic no longer directly impacts government office operations. Decision-makers at government contact centers should monitor and adapt their services to the evolution of customer preferences and behavior. The features that customers consider most important – such as hold-time estimates and callback options – should be prioritized.

The most impactful determinant of satisfaction is issue resolution. Customers have demonstrated a willingness to interact with AI, to accept several transfers and even wait if they eventually achieve their desired result. Ideally, the issue should be resolved in one contact. A 30-minute call results in higher satisfaction than two separate five-minute calls, for instance.

As most callers have attempted to first resolve their issues online, their problems may be too nuanced for interactive voice response (IVR) systems and AI to adequately address. Effective agents empowered by their organizations to make decisions while assisting customers remain essential for successful resolution.

The customer experience extends beyond the contact and interaction – often beginning with self-service attempts on the website, followed by contact when the customer is unable to resolve the issue on their own, and culminating with the customer sharing their experience. Post-contact follow-up from agents is generally well-received, which most frequently occurs via email. However, social media remains a key channel for post-contact interactions, especially for the significant portion of respondents who share their experiences on social platforms.

For the full results and recommendations, download the report at cfigroup.com

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.

ACSI is a registered trademark of American Customer Satisfaction Index LLC.

###

Media Contact:

Rebecca Lennington

(734) 623-1338

rlennington@cfigroup.com