

# CHANGING EXPECTATIONS of today's consumers



In today's world, customers are in charge. Their expectations are high but their experience can be very different.

If they do not receive the service they expect **26%** will head to social media to express dissatisfaction.

**Multichannel Contact Centre**  
 I want to contact you *how* and *when* I want

**50%**  
 of consumers prefer to email

only **29%**  
 will pick up the telephone

**73%**  
 of adults say "valuing my time" is the most important thing in providing good customer service

I don't want to *wait* a long time  
**Workforce Optimisation**

**Case & Document Management**  
 When you answer, you should *know* me

**58%**  
 of callers say having to repeat information is their biggest irritation

**94%**  
 of customers who have a low-effort service experience will buy from that same company again

I want you to deal with my enquiry *quickly* and *simply*  
**Customer Service BPM**

**Workforce Optimisation**  
 I want my enquiry to be *resolved* first time

**1 in 10**  
 people will go to a competitor if firms fail to respond satisfactorily to an enquiry first time

**70%**  
 of customers believe that proactive communications could have helped them avoid issues

I want to be *updated* every step of the way  
**Case & Document Management**

To learn how Netcall could support you to maximise your productivity and competitiveness.

