

7 discoveries

from the Voice of the European Contact Centre Consumer

Summer 2023

Across Europe* more people say customer service is getting worse than those who say it's getting better. The gap is biggest in the UK where...



believe customer service is worsening



believe customer service is improving

“ I think there's a lack of investment in on-boarding and training people. Companies are making shortcuts to get people up and running as quickly as possible. ”

Steven Lee, Director of Business Operations EMEA, LEGO® Consumer & Shopper Engagement

Customer service expectations are closely linked to financial pressures due to the rising cost of living.



Higher than other countries, 63% of French people surveyed say in France say it's become harder to manage finances.

“ People struggling with the management of their finances may also be more vulnerable and less able to source solutions. They may be especially in need of help. ”

Giulio Castiglioni, Head of Customer Care, Playtomic

Younger customers are more positive about customer service, as they are early adopters of digital and self-serve channels.



39%

of people aged 18-24 think customer service is getting better



11%

of people 65+ think it is getting better

“ As I grow older, I expect a lot more from companies. I also spend more with companies and naturally that brings added expectations as well. ”

Oliver Dorta-Fernández, EMEA Customer Services Senior Manager, Canon Europe

Utilities and government have the biggest gap between expectations and delivery, two sectors which are heavily affected by global economic and social upheavals.

In Spain, 23% of people said customer service in utilities has worsened and 36% stated Government customer service had worsened.



“ There are many channels available now, many ways for consumers to interact with brands. It's a big challenge for the service provider to keep up. ”

Mariana Victorino, Head of EMEA Communications, Foundever

Consumers are relatively comfortable with simple self-serving pre-purchase queries but are more likely to want assistance to resolve more complex post-purchase queries.

68% of European consumers with a warranty query would like to be assisted.



“ For some clients, the strategy is to field communications via more digitised channels which do tend to be more cost effective and relevant. In my personal experience, you can see that some organisations prefer not to make phone numbers highly visible preferring to field comms via chat or ticketing. ”

Sophie Chelmick, EVP EMEA, TDCX

Consumers are more positive about contact experiences than they are about customer service overall.



24%

agreed advisors have become more helpful in the past 12 months.

“ I've noticed with our NPS surveys that scores for agent capability are always the highest across the board across all countries. I think customers can recognise the human is doing their best and the problem is the process, or something else. ”

Eugen Majeri, Digital Service Manager, Panasonic Europe

A substantial number of consumers are prone to becoming angry or upset when interacting with a human advisor.



52%

of adults report having become angry or upset when interacting with a contact centre advisor in the previous 12 months.

“ We introduced a new code last year for staff to use to take time out when they need to. They can use this code and it doesn't affect their stats. And when we see they're on that code, we can offer support and help. ”

Naomi Smith, Contact Centre Manager, Bosch Thermotechnology

A Research Initiative from
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*6,000 online interviews were conducted across the UK, France, Germany, Spain, Belgium and the Netherlands.

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