



# Mapping the Future of Customer Communications

The mix of communication channels organisations use to interact with customers has changed significantly throughout the pandemic, accelerating new forms of digital engagement. However, recent research\* has exposed the challenges and shortfalls in delivering a service that delights customers and meets their expectations. Businesses need to examine what channels and service approaches work for them now and are ultimately here to stay.

\*Statistics based on customer communications research report polling 100 IT professionals and 100 UK consumers in February 2022 commissioned by Enghouse Interactive.



The onset of the pandemic has reinforced businesses' focus on improving the customer experience. Yet, despite many changes and increased investment...

# 95%

of organisations made changes to their customer service channels

# 52%

stated customer service had got worse

... customers are dissatisfied

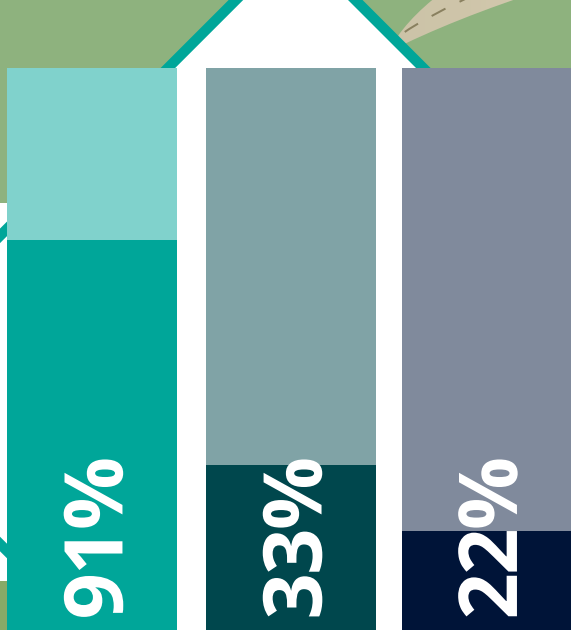
- Only 17% of consumers felt customer service had improved during the pandemic

and they are running out of patience.

- 39% of customers would only be prepared to wait in a queue for up to ten minutes

# 70%

said being kept waiting on a telephone call was the biggest customer service frustration



91% of IT professionals admitted that they faced customer service challenges during the COVID-19 pandemic. Topping the list were:

- Cyber-security issues (33%)
- Poor systems integration (22%)

Communication channels are shifting in popularity...

- The telephone is still the most successful or reliable channel for the vast majority (74%) of consumers to get queries solved quickly
- 71% of organisations used email as a communication channel before the pandemic, only 57% expect to by 2024

# 74%

# 71%

# 50%

Half of consumers say they wouldn't be willing to pay more to receive good customer service, yet

# 85%

of IT professionals said they think customers would

... while the gap between customer and business perception remains wide.

**Looking ahead. In order to improve CX, businesses will focus on:**

# 25%

improving the quality and ease of access to frequently asked questions (FAQ)

# 23%

training existing staff in new ways of working

# 24%

hiring new skilled staff

# 64%

expect the budget for customer service channels to increase over the next two years

Ask us about customer experience, omnichannel engagement, self-service, migration paths or contact centres! Our customer engagement technology can help you better connect with customers in this fast-paced, digital era - **contact us now!**

