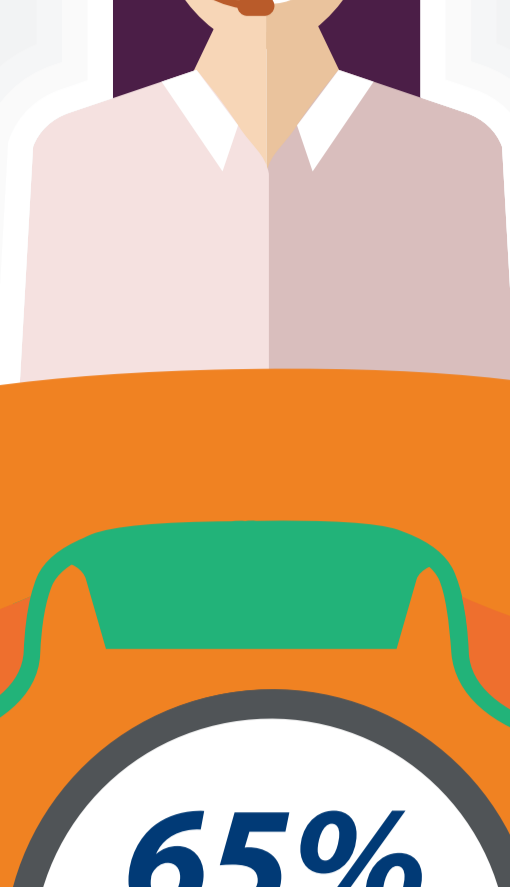


## Contact centres 2016

Crucial for the big moments between brands and their customers

Contact centres have been part of the brand experience for decades. Some would have imagined that digital convenience would have done away with contact centres, but this is not true at all. Customers feel reassured when they speak to someone. We know this because customers turn to contact centres at crucial moments in their lives. Speaking to someone gives the consumer confidence, reassurance and peace-of-mind that something positive is happening.

### Marketers use contact centres because customers value them



This is because customers use contact centres at crucial moments in the relationship between a brand and its customer

**57%**

phone brands to complain

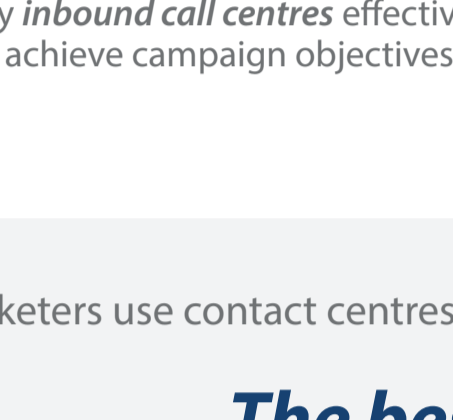
**43%**

phone brands in a situational emergency

**35%**

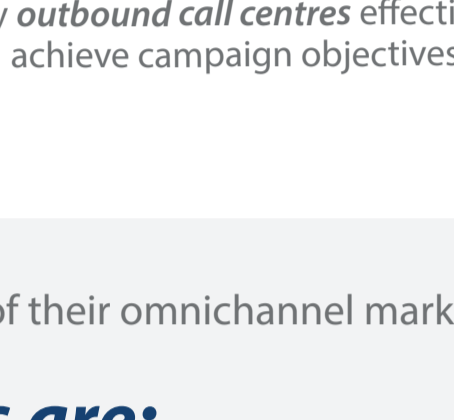
phone to change a price plan or tariff

### Marketers say contact centres work



**68%**

say *inbound call centres* effectively achieve campaign objectives.



**76%**

say *outbound call centres* effectively achieve campaign objectives.

Marketers use contact centres as part of their omnichannel marketing.

#### The best fits are:



**@**

**Email**  
70% for outbound,  
56% inbound

**✉**

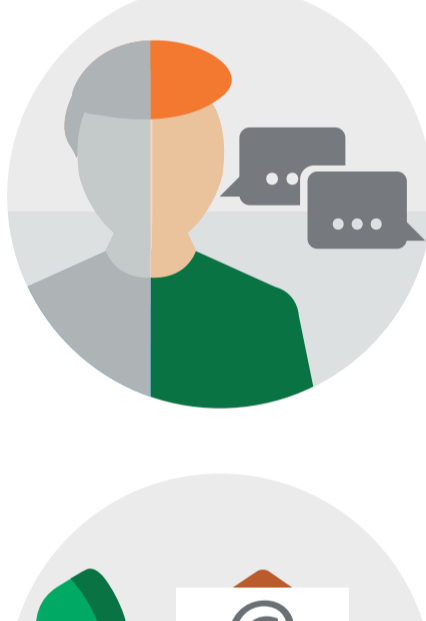
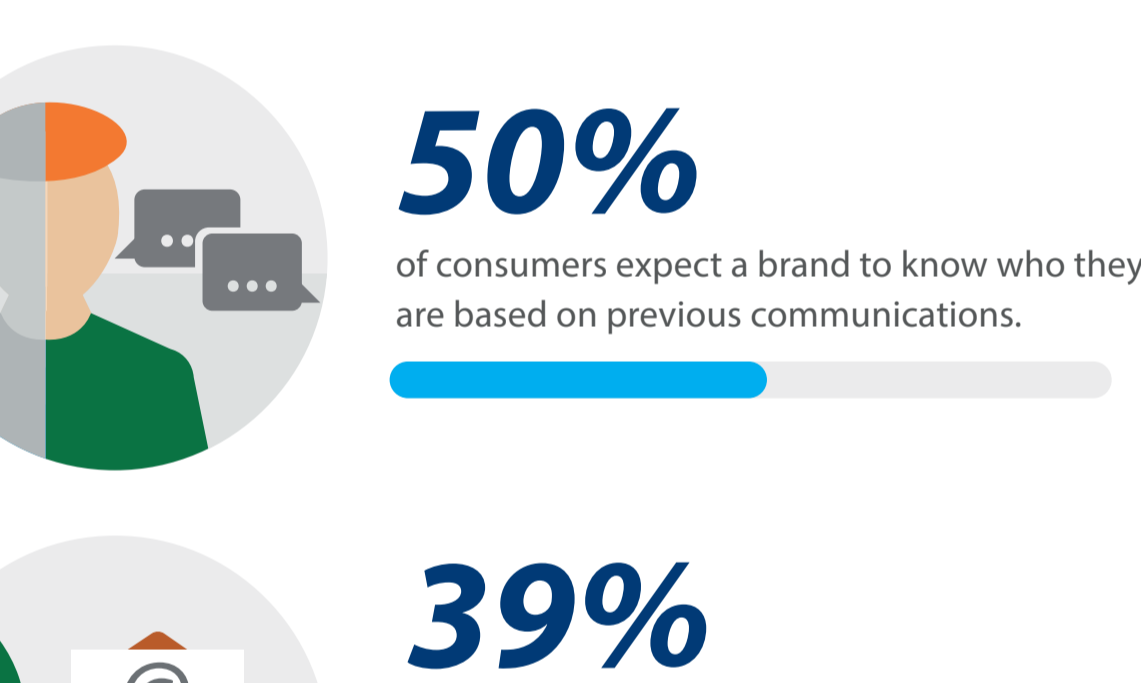
**Marketing mail**  
51% for outbound,  
56% inbound

**➔**

**Company website**  
43% for outbound,  
47% inbound

#### BUT

Customers increasingly expect a consistent brand experience from contact centres.



**50%**

of consumers expect a brand to know who they are based on previous communications.



**39%**

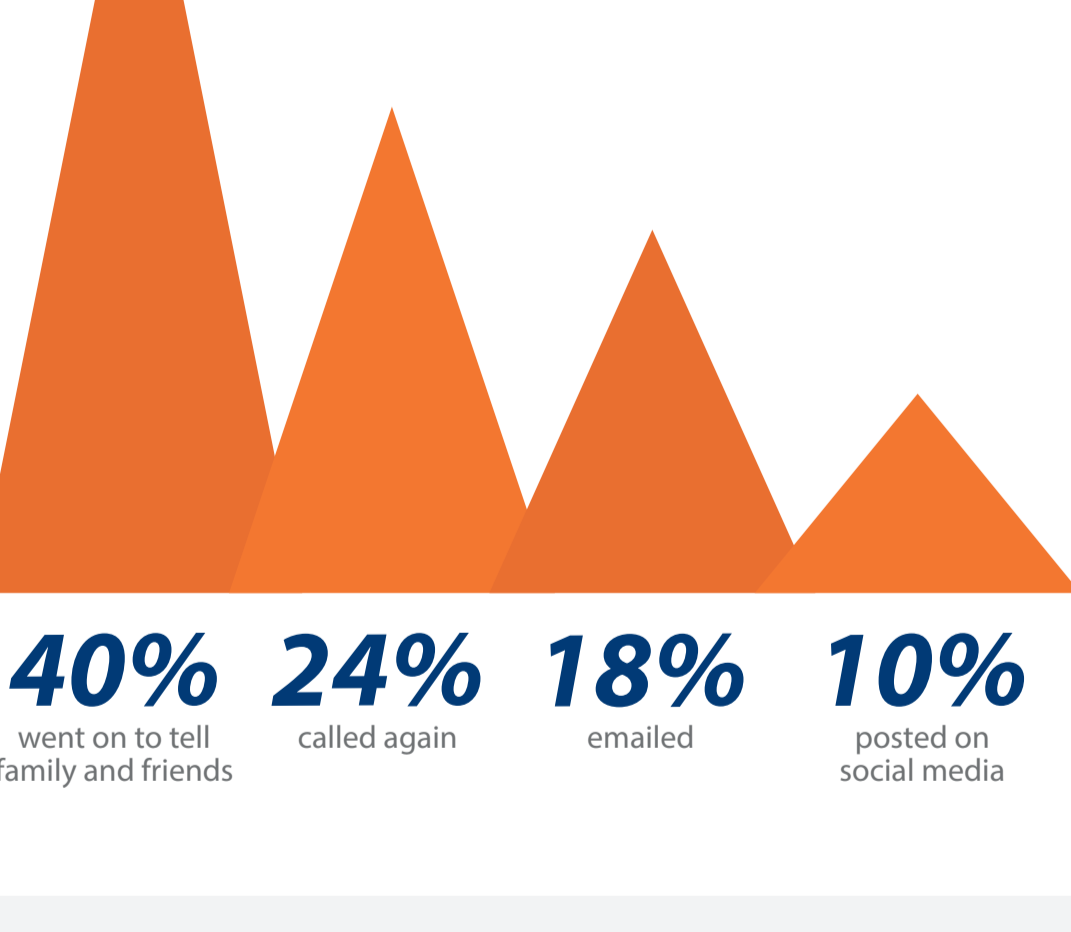
expect the same experience of a company when they call compared to when they communicate via other methods such as email, social media, etc.

### Customers are losing patience



**Almost half**

of customers have had a negative experience with contact centres **and fewer than that** (38%) agree that contact centres add value to the UK economy and society.



### Lessons

Customers don't always get the experience they want because marketers don't always integrate:



**57%**

used multiple suppliers for contact centres and other marketing channels.

### Conclusion

While customers and marketers value contact centres, customers are losing patience. Half of customers have had a poor experience, and fewer than that fail to see the value contact centres bring to the economy. A worry when so many people are employed in the industry. Marketers have the opportunity to make their contact centres better and repair public trust in this valuable resource.

#### Methodology

Research was conducted in two parts: a consumer survey and a marketer survey.

DMA staff and research sponsors Granby Marketing Services wrote the questions. Wherever possible, questions were routed to minimise responses, and answer choices randomised to avoid top-box (high score) bias.

We collected 1027 consumer responses using Toluna Quick surveys' panel of more than nine million. Respondents were demographically representative based on gender and age and were not told of the purpose of the research. They answered 19 questions in December 2015, results reweighted by age and gender and requalified to ensure current background variables. Those who completed the survey too quickly were removed.

We collected 105 marketer responses, 57% primarily B2B marketers and 43% primarily B2C marketers.

Respondents completed an online survey, distributed through various channels by the DMA. The survey of 28 questions opened on 08/12/2015 and closed on 08/03/2016 and took an average of 18 minutes to complete.

The findings were launched on 29th April 2016.

#### About Granby Marketing Services

At Granby Marketing Services we believe in delivering a great customer experience for all our clients and have done so for over 50 years. Our modern, intelligent and flexible contact centre solutions include multi-channel customer service, inbound customer care, outbound campaigns, promotional headlines and specialist call support for specific areas of the customer journey. Acting as brand guardians we consistently work to the highest standards of responsible and ethical marketing protecting brands and their customers. Best practice approaches are adopted across all of our campaigns and are the foundations for us to build long standing relationships with both our SME and bluechip clients.

Our modern 40 seat contact centre is supported by the latest technology, cloud hosted solution which enables us to provide great customer service for our clients, with real time reporting and built in Business Continuity and DR. Our expertise will help you implement the most effective solution to meet your requirements and the expectations of your customers.

#### About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the industry as a whole.

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