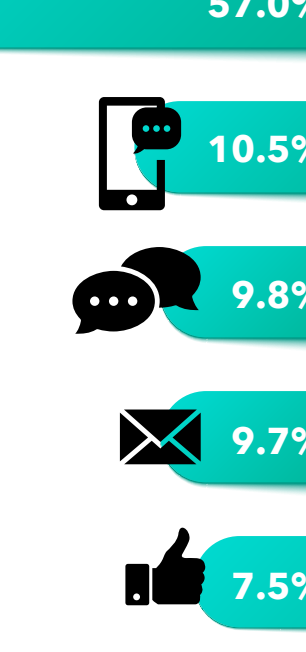


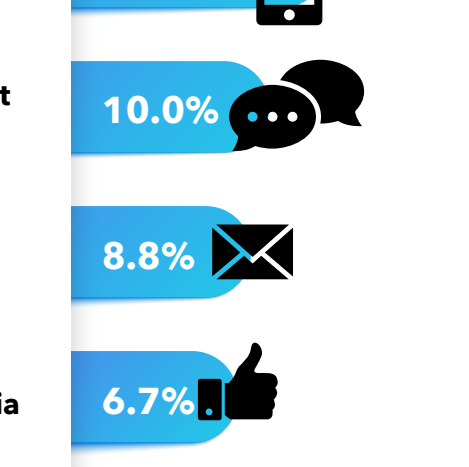


Is Covid-19 Illuminating Cracks in Customer Service?

Having immediate access to help is often taken for granted until customers around the world need it all at once. Disasters, whether they be pandemic, extreme weather or other disruptions to business and life tend to exacerbate any flaws already lingering in a process. We surveyed over 2,000 consumers in the U.S. and U.K. to find out how they're faring with customer service interactions. This can help companies prioritize how they can best service customers during and beyond this pandemic.



United Kingdom



United States

Top Channels for Immediate Service in a Crisis



United Kingdom

United States

Consumers Are Craving a Human Touch in Customer Service



Respondents cite having an "opportunity to speak to a human agent" as one of the top three requirements for ensuring they leave a customer service interaction happy:



Consumers who say they wish brands would be more transparent about "how to get help from a human."



United Kingdom

United States

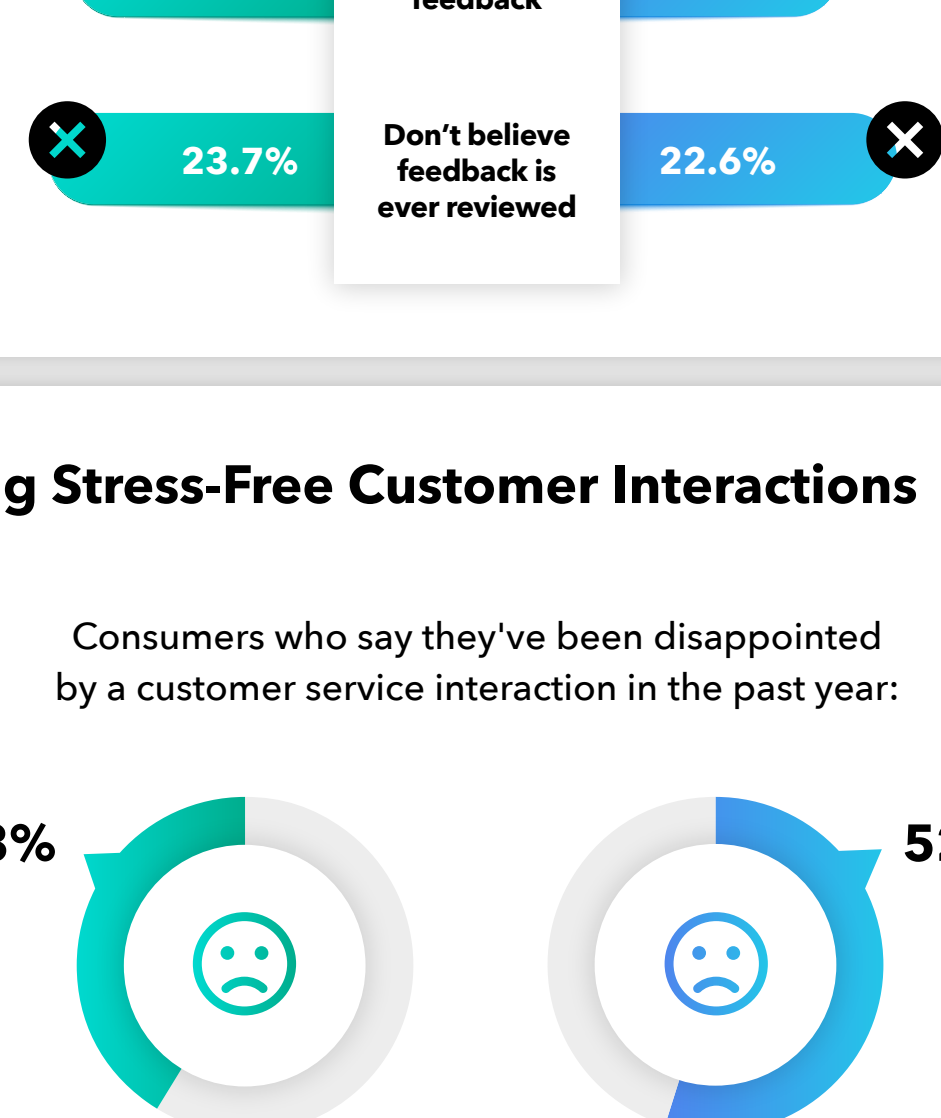
It makes sense why, of the respondents who were disappointed by a brand over the past year – 28.1% of U.S. and 23.6% of U.K. consumers; chalk this up to not being able to reach a human agent. **And, just over 17% of U.S. and U.K. consumers were disappointed in the inability of chatbots to resolve their issues.**



Beyond just reaching a human agent, 37.5% of U.S. consumers and 30.3% of U.K. consumers say "working with a friendly agent" is another major factor in leaving a customer service interaction happy.

Can You Hear Me?

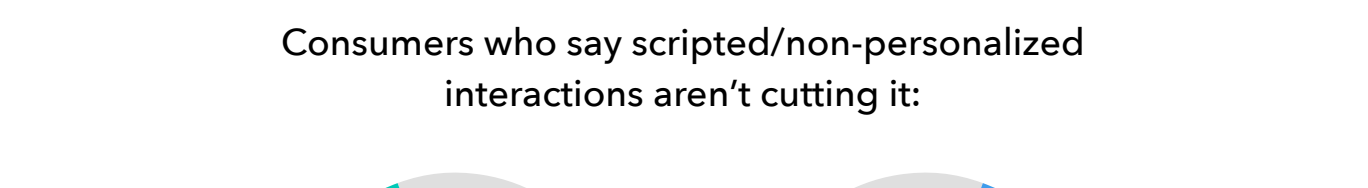
Only 1/4 of U.S. and U.K. consumers fill out a survey to tell companies when they've had a negative experience.



Consumers, who fill out customer satisfaction surveys, don't feel like they make a difference in improving customer service.



The Top Reasons Suggest Feedback Is Going into a Blackhole



United Kingdom

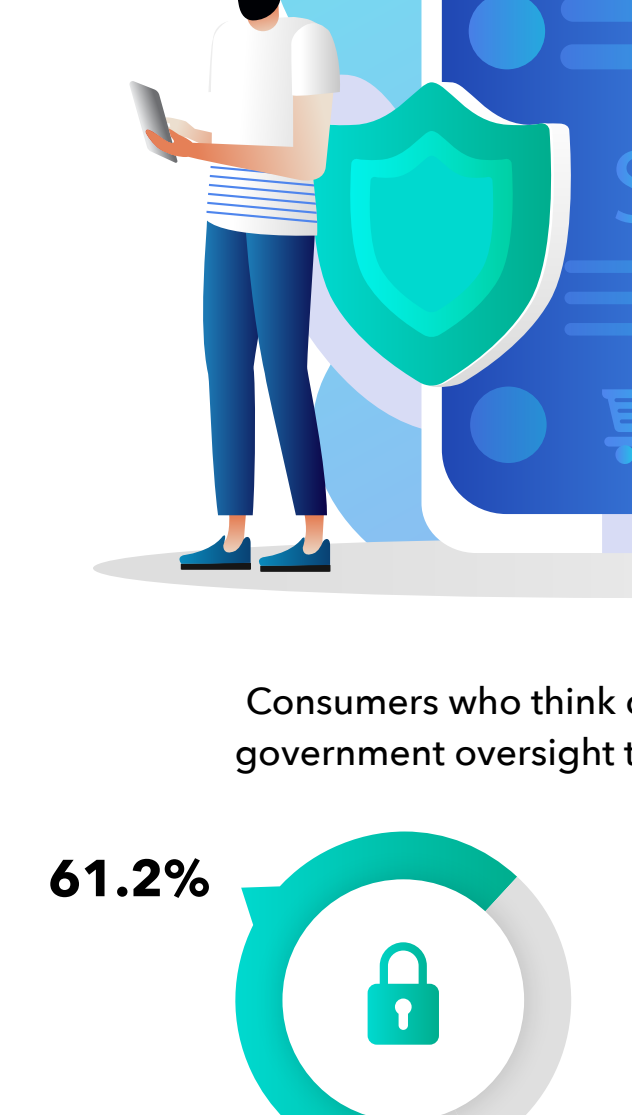
United States

Creating Stress-Free Customer Interactions

Consumers who say they've been disappointed by a customer service interaction in the past year:



Consumers who want their issues resolved faster:



1/5 of U.S. and U.K. consumers don't want to have to repeat information multiple times and more than 1/4 don't want to speak with multiple agents.



Consumers who say scripted/non-personalized interactions aren't cutting it:



Customers also want more transparency in:



United Kingdom

United States

Data Privacy Is a Key Concern



Consumers who think companies need more government oversight to protect data privacy:

When looking back on their customer service interactions over the past year, most consumers in both countries don't feel confident in the safety of their data:

United Kingdom

United States

About CGS

For 35 years, CGS has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through business applications, enterprise learning and outsourcing services. CGS is wholly focused on creating comprehensive solutions that meet clients' complex, multi-dimensional needs and support clients' most fundamental business activities. Headquartered in New York City, CGS has offices across North America, South America, Europe, the Middle East and Asia.

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