



DATA SNAPSHOT

Global Study: State of the Contact Center Experience

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Executive Summary

KEY FINDINGS IN THIS REPORT

As part of our latest global consumer study, consumers from 29 countries rated their recent contact center experiences for overall satisfaction, wait time, as well as agent knowledge, empathy, and helpfulness. They also told us about their loyalty inclinations after this contact center experience. From our analysis, we found that:

- + **Under two-thirds of customer service experiences are satisfactory.** Across all countries, 64% of consumers were satisfied with their customer service experience. Chinese consumers were satisfied most frequently, at 69%, while Argentinian consumers were satisfied least frequently, at just 49%.
- + **Consumers also rated the components of their contact center experience poorly.** One-third were not satisfied by the level of empathy their agent showed, while 45% were not satisfied by the length of the wait time they encountered during their most recent contact center experience.
- + **Contact centers resolve under half of consumer issues.** Just 46% of consumers said that they were able to fully resolve their issue. This number is lowest for Colombian and Argentinian consumers, for whom under one-third of all issues were fully resolved through a contact center.
- + **Satisfaction with a customer service experience is indicative of improved loyalty behaviors.** After an overall satisfying experience, consumers are 5.2 times more likely to purchase more and 5.6 times more likely to recommend an organization than if they did not have a satisfying experience. The benefits of delivering a satisfying customer service experience are largest in Europe, where consumers are 5.4 times more likely to rebuy, and in Australia and New Zealand, where consumers are 6.4 times more likely to recommend.

STUDY KEY FACTS

- Global consumer study
- Online panel
- Conducted in Q3 2022
- 29 countries
- 33,093 consumers

Global Study: The State of the Contact Center Experience

STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2022. Using an online survey, XM Institute collected data from 33,093 consumers across 29 countries: Argentina, Australia, Belgium, Brazil, Canada, China, Colombia, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Africa, South Korea, Spain, Taiwan, Thailand, the United Arab Emirates, the United Kingdom, the United States, and Vietnam.

XM Institute surveyed approximately 1,200 consumers from each of the countries except those listed below. To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, and income demographics of each country.

The following countries' sample sizes are as follows: Hong Kong, 693. Malaysia, 757. New Zealand, 983. Singapore, 1112. South Africa, 871. Taiwan, 1143.

FIGURES IN THE REPORT

1. Overall Contact Center Satisfaction
2. Overall Contact Center Satisfaction Levels by Country
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Methodology

Overall Contact Center Satisfaction

KEY TAKEAWAYS

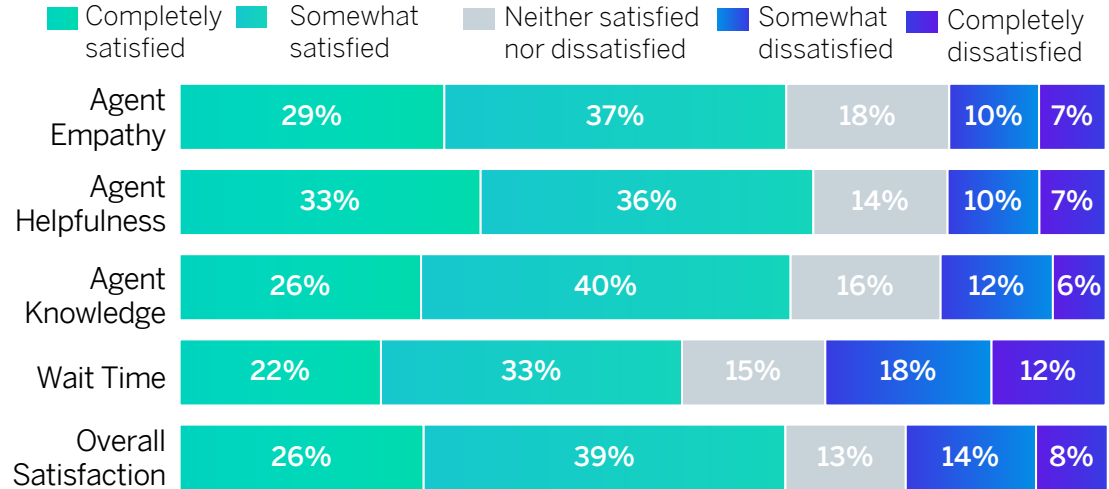
- + Overall, just 65% of consumers were satisfied with their overall customer service experience.
- + Under half of consumers were able to fully resolve the issue that brought them to their most recent contact center interaction.
- + Consumers were most satisfied with their contact center agent's helpfulness, and least satisfied with their wait time.

ABOUT

This chart shows how satisfied consumers were with these aspects of their contact center experience, and the percentage that said the agent was able to 'fully resolve my issue'.

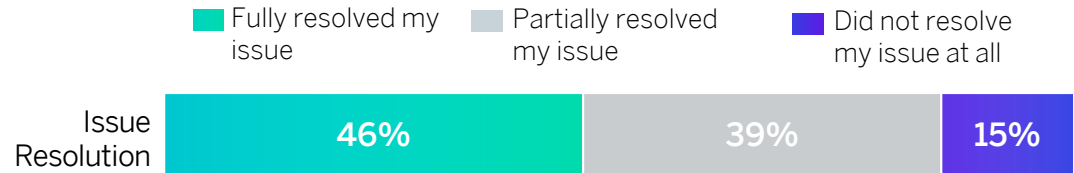
Contact Center Satisfaction

(Average across all countries)



Contact Center Issue Resolution

(Average across all countries)



Overall Customer Service Satisfaction Levels by Country

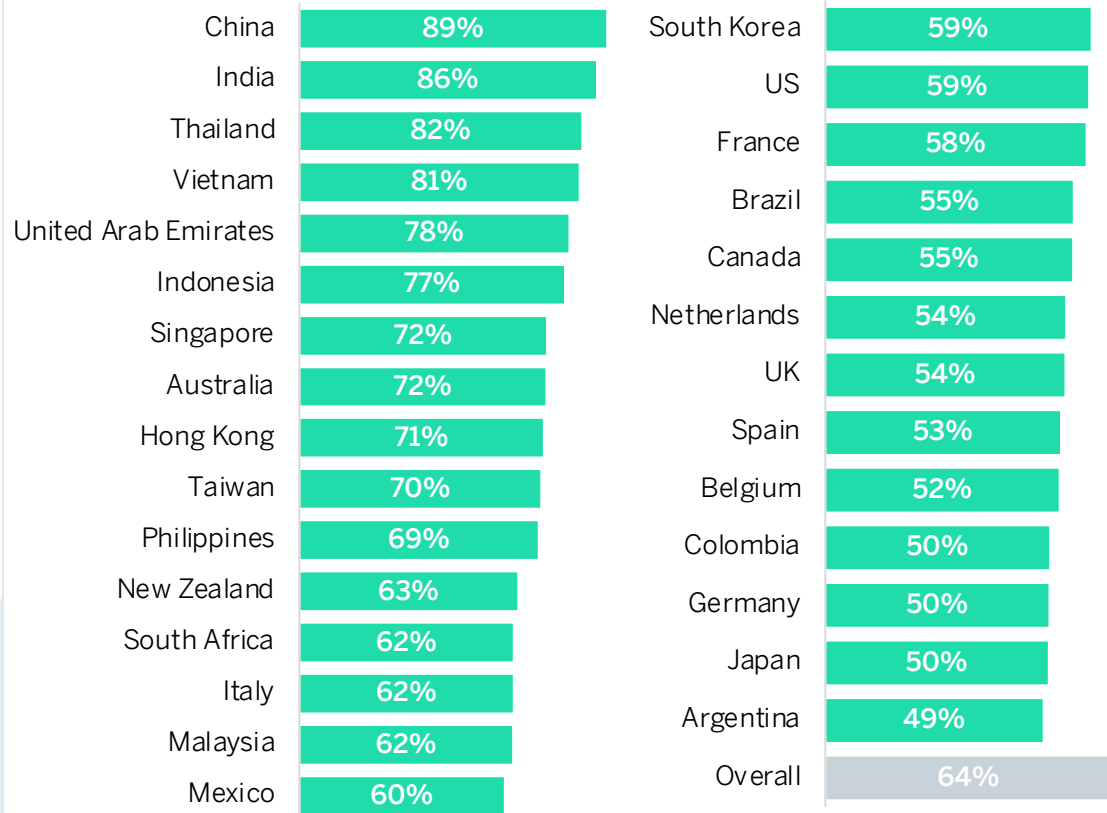
KEY TAKEAWAYS

- + Chinese consumers were most satisfied with their overall customer service interaction (89%), while under half of Argentinian consumers were satisfied with their experience, the lowest across all countries.
- + Across all countries, under two-thirds of consumers were satisfied with their customer service experience.

ABOUT

This chart shows the percentage of consumers from each country that said they were 'somewhat' or 'completely satisfied' with their overall customer service interaction.

Thinking about your recent customer service interaction, how satisfied were you with the overall experience?
(Percentage 'somewhat' or 'completely satisfied')



Wait Time Satisfaction Levels by Country

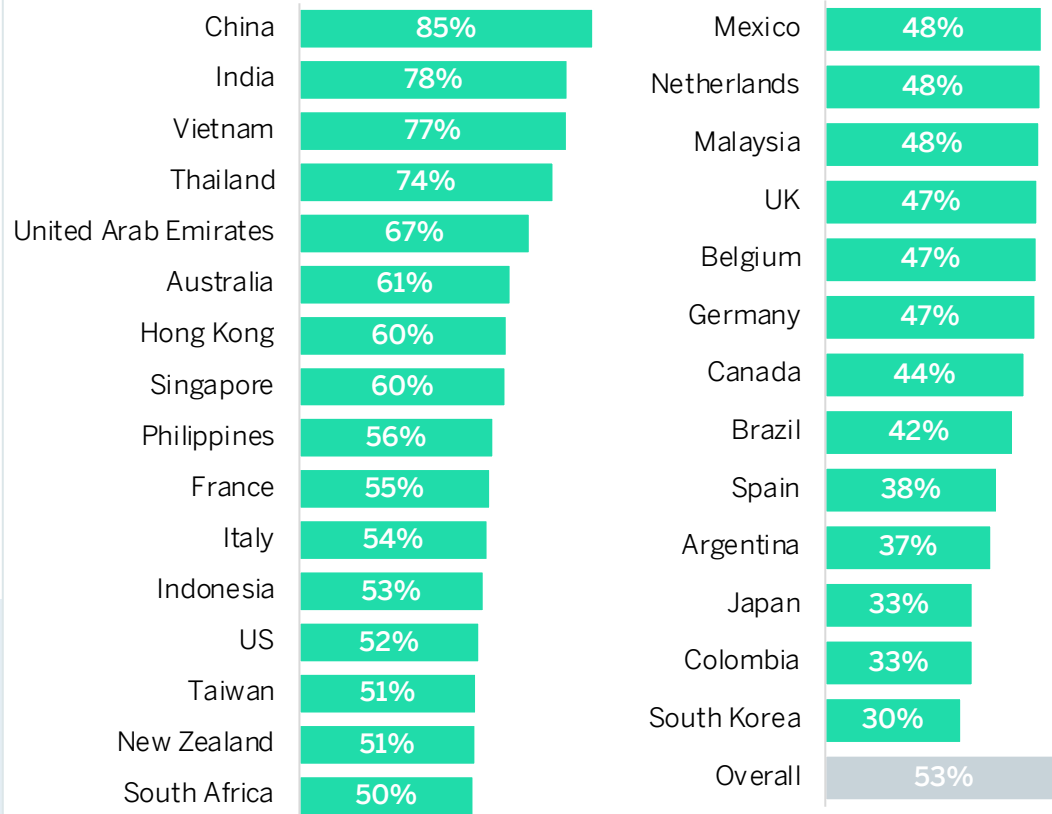
KEY TAKEAWAYS

- + Just over half of consumers were satisfied with the amount of time they had to wait during their most recent contact center experience.
- + Chinese consumers were most satisfied with their wait time, while South Korean and Colombian consumers were least satisfied.

ABOUT

This chart shows the percentage of consumers from each country that said they were 'somewhat' or 'completely satisfied' with the wait time they experienced during their most recent contact center interaction.

Thinking about your recent customer service interaction, how would you rate the amount of time that you had to wait?
(Percentage 'somewhat' or 'completely satisfied')



Agent Knowledge Satisfaction Levels by Country

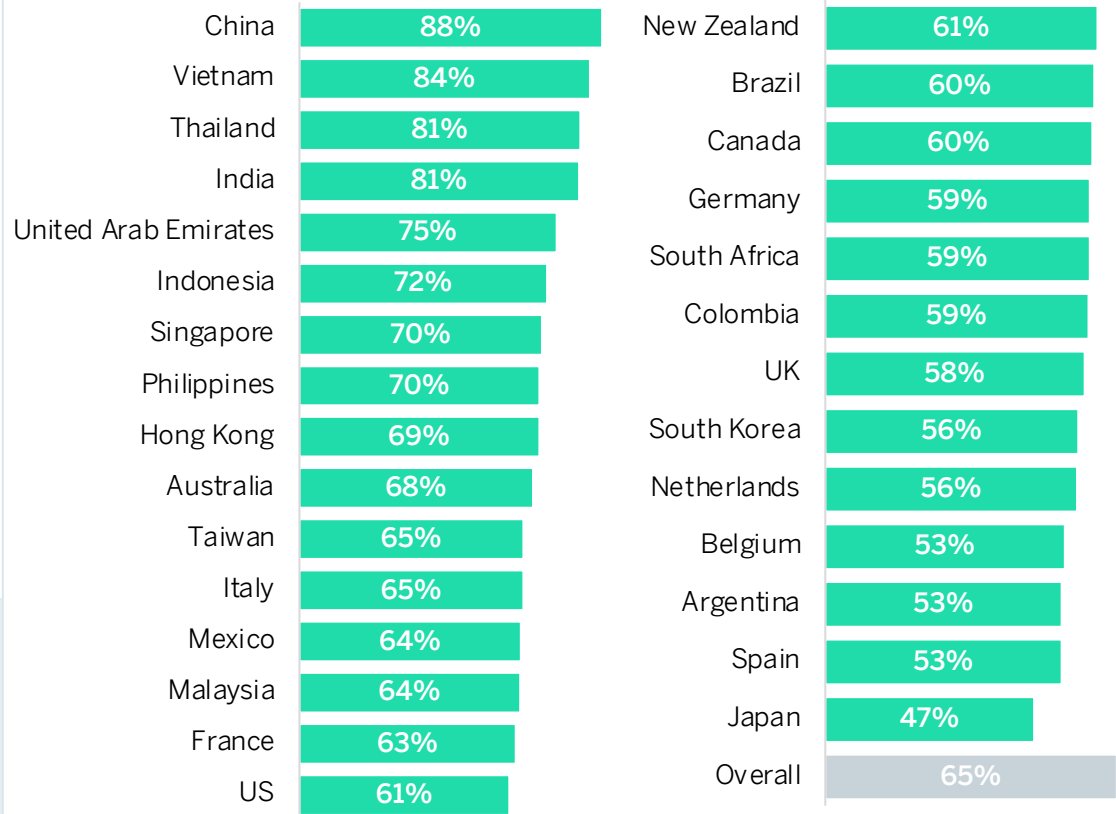
KEY TAKEAWAYS

- + Just under two-thirds of consumers were satisfied with the agents' knowledge during their most recent contact center experience.
- + Chinese and Vietnamese consumers were most satisfied with their agents' knowledge, while Japanese and Spanish consumers were most disappointed by their agents' knowledge.

ABOUT

This chart shows the percentage of consumers from each country that said they were 'somewhat' or 'completely satisfied' with their agent's level of knowledge during their most recent contact center interaction.

Thinking about your recent customer service interaction, how would you rate the knowledge of the agent?
(Percentage 'somewhat' or 'completely satisfied')



Agent Helpfulness Satisfaction Levels by Country

KEY TAKEAWAYS

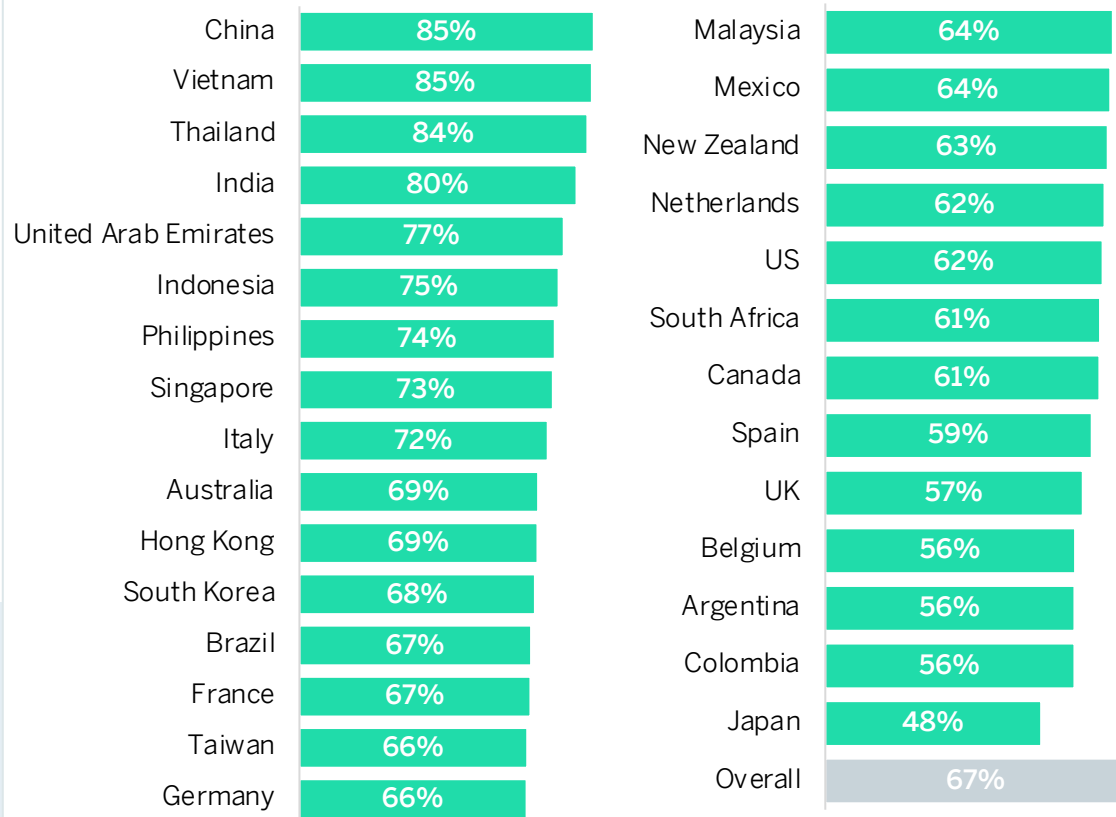
- + About two-thirds of consumers were satisfied with how helpful their agent was during their most recent contact center experience.
- + Chinese and Vietnamese consumers were happiest with their agents' helpfulness. Japanese and Colombian consumers reported satisfyingly helpful agents least frequently.

ABOUT

This chart shows the percentage of consumers from each country that said they were 'somewhat' or 'completely satisfied' with their agent's level of helpfulness during their most recent contact center interaction.

Thinking about your recent customer service interaction, how would you rate the helpfulness of the agent?

(Percentage 'somewhat' or 'completely satisfied')



Agent Empathy Satisfaction Levels by Country

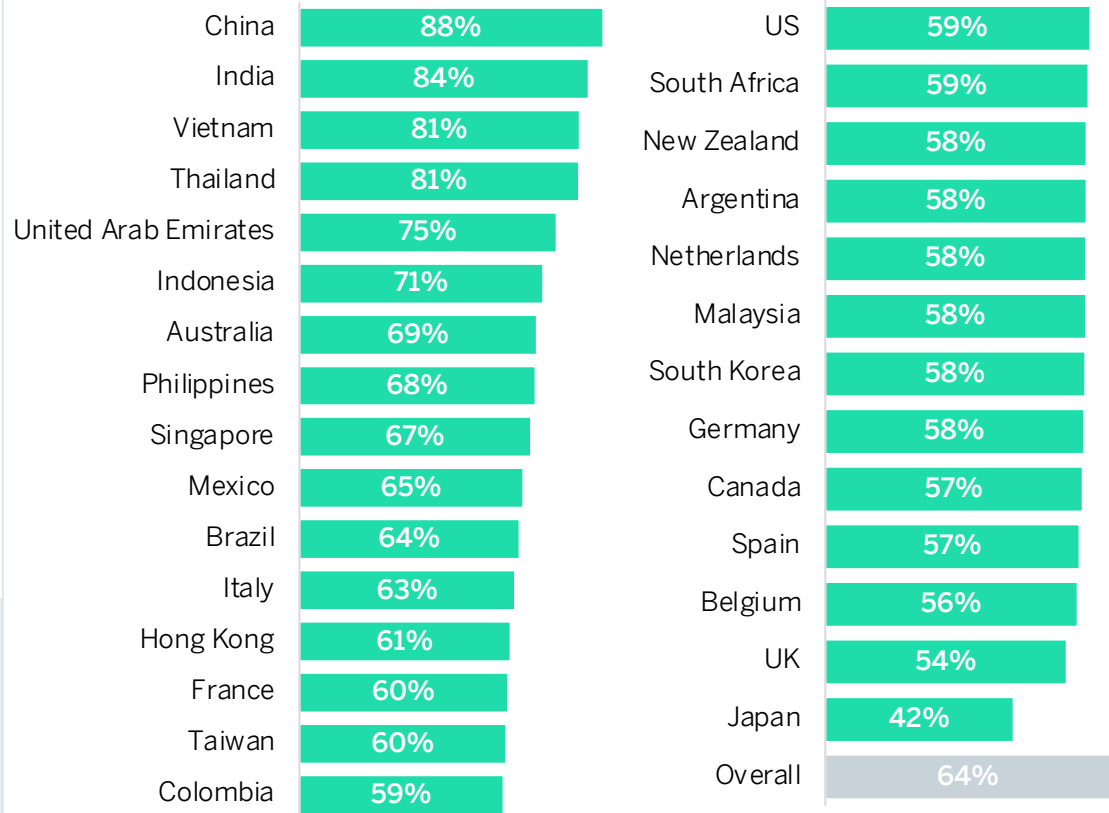
KEY TAKEAWAYS

- + Just under two-thirds of consumers were satisfied with contact center agents' level of empathy.
- + Japanese and UK consumers were least satisfied with their agents' empathy, while Chinese and Indian consumers were happiest.

ABOUT

This chart shows the percentage of consumers from each country that said they were 'somewhat' or 'completely satisfied' with their agent's level of empathy during their most recent contact center interaction.

Thinking about your recent customer service interaction, how would you rate the empathy of the agent?
(Percentage 'somewhat' or 'completely satisfied')



Contact Center Issue Resolution by Country

KEY TAKEAWAYS

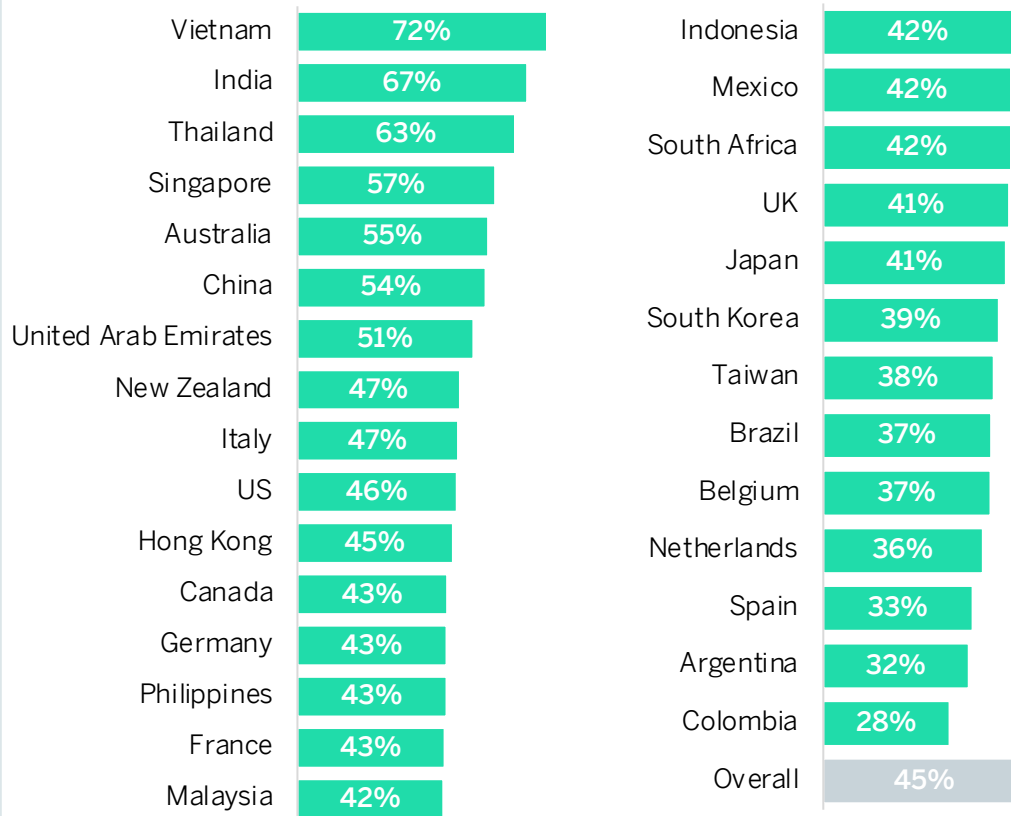
- + Under half of consumers had their issue fully resolved during their most recent contact center experience.
- + Just over a quarter of Colombian consumers were able to fully resolve their issues through a contact center, while Vietnamese consumers were able to resolve their issues at a rate nearly three times that.

ABOUT

This chart shows the percentage of consumers from each country that said their agent was able to 'fully resolve' their issue during their most recent contact center interaction.

To what degree was the agent able to resolve your issue during your most recent customer service interaction?

('Fully resolved my issue')



Contact Center Component and Overall Satisfaction

KEY TAKEAWAYS

- + The largest gap in overall customer service satisfaction was between those consumers that were satisfied with the agents' helpfulness and those that were not satisfied.
- + The smallest gap in customer service satisfaction was between those satisfied and unsatisfied with their wait time.

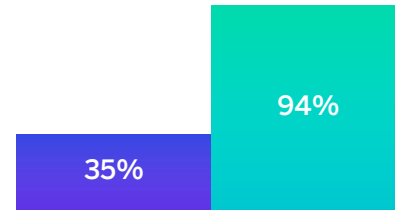
ABOUT

These charts show the percentage of consumers that are satisfied with their overall customer service experience while also rating their satisfaction ('completely' and 'somewhat' satisfied or 'completely' and 'somewhat' unsatisfied) or resolution ('fully resolved' or 'did not resolve at all').

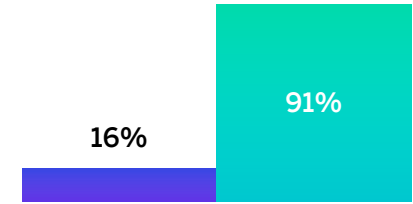
Component Satisfaction and Overall Customer Service Satisfaction

(across all countries)

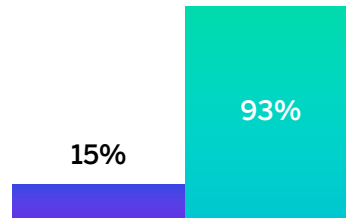
■ Satisfied with Component Experience ■ Not Satisfied with Component Experience



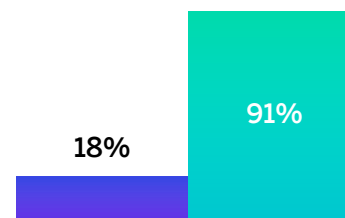
Customers that are satisfied with their contact center **wait time** are **2.7x** more likely to be satisfied with their overall experience



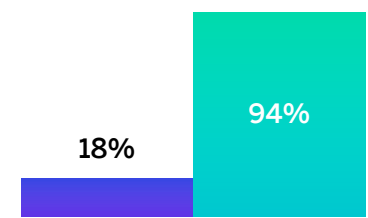
Customers that had their issue **fully resolved** are **5.8x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent helpfulness** are **6.2x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent empathy** are **5.2x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent knowledge** are **5.3x** more likely to be satisfied with their overall experience

Contact Center Component and Overall Satisfaction: Europe

KEY TAKEAWAYS

- + European consumers are 8.9x more likely to rate their overall customer service experience as satisfying after having a helpful agent than those that did not feel their agent was helpful.
- + Fully resolving consumers' issues induces an overall satisfaction rate in a customer service experience 7.9x higher than cases in which consumers' issues were not fully resolved.

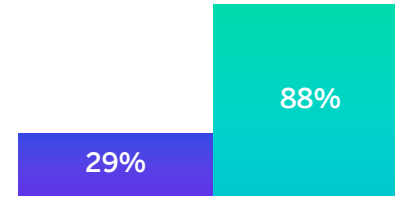
ABOUT

These charts show the percentage of European consumers that are satisfied with their overall customer service experience while also rating their satisfaction ('completely' and 'somewhat' satisfied or 'completely' and 'somewhat' unsatisfied) or resolution ('fully resolved' or 'did not resolve at all').

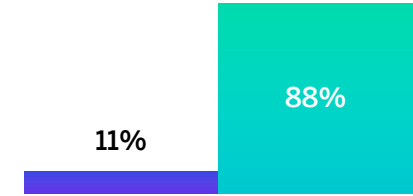
Component Satisfaction and Overall Customer Service Satisfaction

(all European countries)

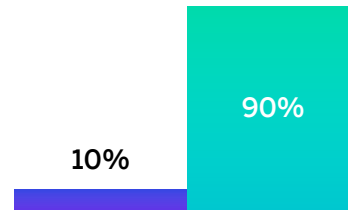
■ Satisfied with Component Experience ■ Not Satisfied with Component Experience



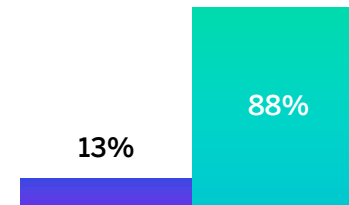
Customers that are satisfied with their contact center **wait time** are **3.0x** more likely to be satisfied with their overall experience



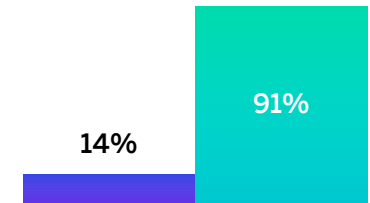
Customers that had their issue **fully resolved** are **7.9x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent helpfulness** are **8.9x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent empathy** are **6.7x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent knowledge** are **6.5x** more likely to be satisfied with their overall experience

Contact Center Component and Overall Satisfaction: Asia

KEY TAKEAWAYS

- + Asian consumers report a gap of 74 percentage-points in overall customer service experience satisfaction between those happy and unhappy with their agents' empathy. This satisfaction gap is smallest for the wait time component, at 57 %-pts.
- + Consumers that are happy with their agent's helpfulness are 4.6x more likely to be satisfied with their overall experience, the highest multiple of all components.

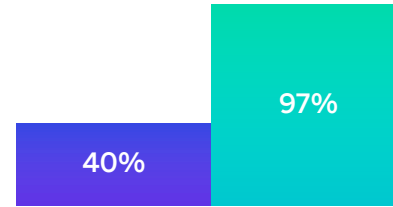
ABOUT

These charts show the percentage of Asian consumers that are satisfied with their overall customer service experience while also rating their satisfaction ('completely' and 'somewhat' satisfied or 'completely' and 'somewhat' unsatisfied) or resolution ('fully resolved' or 'did not resolve at all').

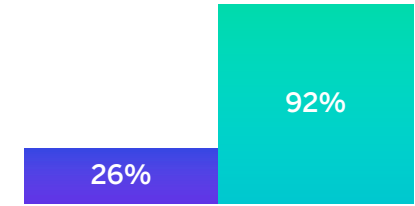
Component Satisfaction and Overall Customer Service Satisfaction

(all Asian countries)

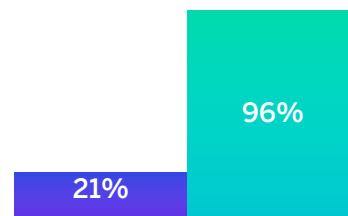
■ Satisfied with Component Experience ■ Not Satisfied with Component Experience



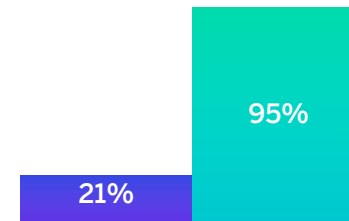
Customers that are satisfied with their contact center **wait time** are **2.4x** more likely to be satisfied with their overall experience



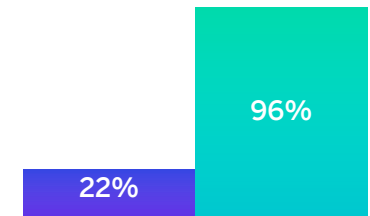
Customers that had their issue **fully resolved** are **3.5x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent helpfulness** are **4.6x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent empathy** are **4.5x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent knowledge** are **4.4x** more likely to be satisfied with their overall experience

Contact Center Component and Overall Satisfaction: Latin America

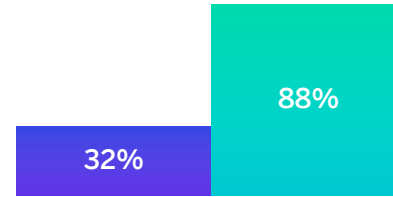
KEY TAKEAWAYS

- + Issue resolution creates the largest gap in overall customer service experience satisfaction for Latin American consumers, at 77 percentage-points. Wait time satisfaction induces the smallest gap, at 56 %-pts.
- + Consumers satisfied with agent helpfulness are 6.8x more likely to be happy with their overall experience.

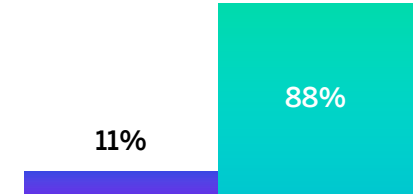
Component Satisfaction and Overall Customer Service Satisfaction

(all Latin American Countries)

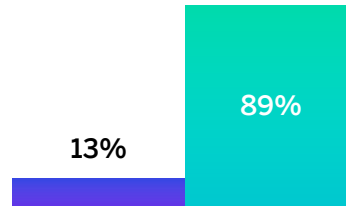
■ Satisfied with Component Experience ■ Not Satisfied with Component Experience



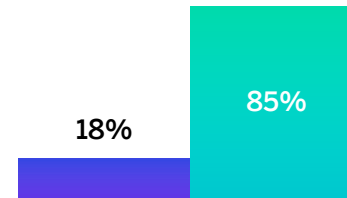
Customers that are satisfied with their contact center **wait time** are **2.7x** more likely to be satisfied with their overall experience



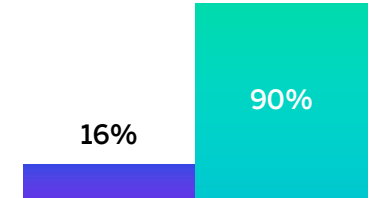
Customers that had their issue **fully resolved** are **7.9x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent helpfulness** are **6.8x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent empathy** are **4.7x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent knowledge** are **5.6x** more likely to be satisfied with their overall experience

ABOUT

These charts show the percentage of Latin American consumers that are satisfied with their overall customer service experience while also rating their satisfaction ('completely' and 'somewhat' satisfied or 'completely' and 'somewhat' unsatisfied) or resolution ('fully resolved' or 'did not resolve at all').

Contact Center Component and Overall Satisfaction: Australia & New Zealand

KEY TAKEAWAYS

- + Australia and New Zealand consumers that had their issue fully resolved were satisfied with their recent customer service experience at a rate 5.9x higher than those that had their issue left unresolved.
- + Satisfactory agent helpfulness, knowledge, or empathy induces a rate of consumer satisfaction four or more times higher than that from lesser agent experiences.

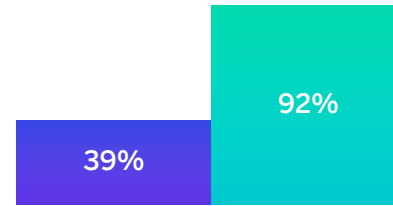
ABOUT

These charts show the percentage of Australia and New Zealand consumers that are satisfied with their overall customer service experience while also rating their satisfaction ('completely' and 'somewhat' satisfied or 'completely' and 'somewhat' unsatisfied) or resolution ('fully resolved' or 'did not resolve at all').

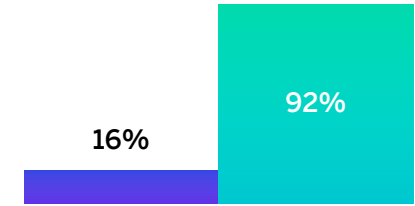
Component Satisfaction and Overall Customer Service Satisfaction

(Australia & New Zealand)

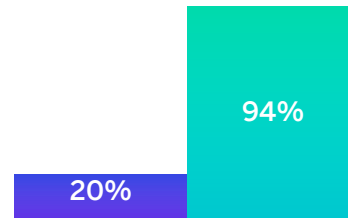
■ Satisfied with Component Experience ■ Not Satisfied with Component Experience



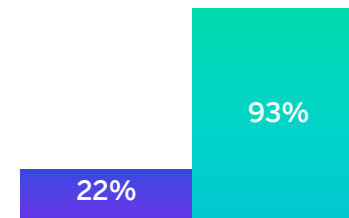
Customers that are satisfied with their contact center **wait time** are **2.4x** more likely to be satisfied with their overall experience



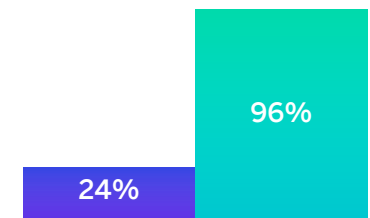
Customers that had their issue **fully resolved** are **5.9x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent helpfulness** are **4.8x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent empathy** are **4.2x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent knowledge** are **4.0x** more likely to be satisfied with their overall experience

Contact Center Component and Overall Satisfaction: US & Canada

KEY TAKEAWAYS

- + Issue resolution induces the largest gap in overall consumer satisfaction, at 76 percentage-points.
- + US and Canadian consumers satisfied with their agent's helpfulness, empathy, or knowledge are more than seven times more likely to be satisfied with their overall customer service experience.

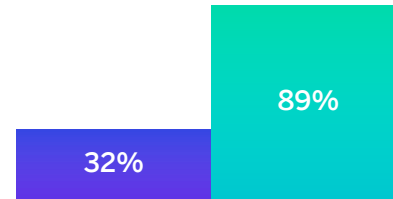
ABOUT

These charts show the percentage of US and Canadian consumers that are satisfied with their overall customer service experience while also rating their satisfaction ('completely' and 'somewhat' satisfied or 'completely' and 'somewhat' unsatisfied) or resolution ('fully resolved' or 'did not resolve at all').

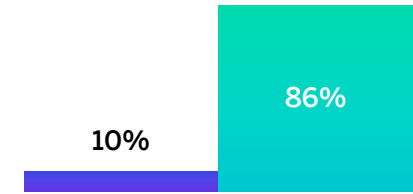
Component Satisfaction and Overall Customer Service Satisfaction

(United States & Canada)

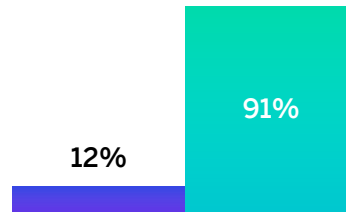
■ Satisfied with Component Experience ■ Not Satisfied with Component Experience



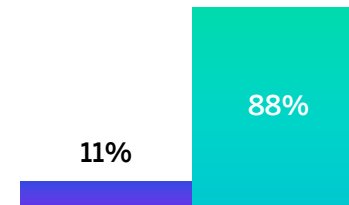
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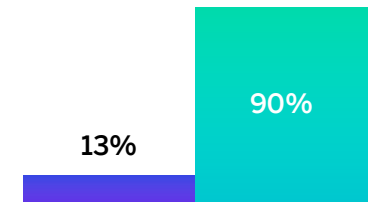
Customers that had their issue **fully resolved** are **8.8x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent helpfulness** are **7.7x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent empathy** are **7.9x** more likely to be satisfied with their overall experience



Customers that are satisfied with their contact center **agent knowledge** are **7.1x** more likely to be satisfied with their overall experience

Loyalty and Customer Service Satisfaction

KEY TAKEAWAYS

+ Consumers are significantly more likely to engage in each of these loyalty behaviors after a satisfactory customer service experience.

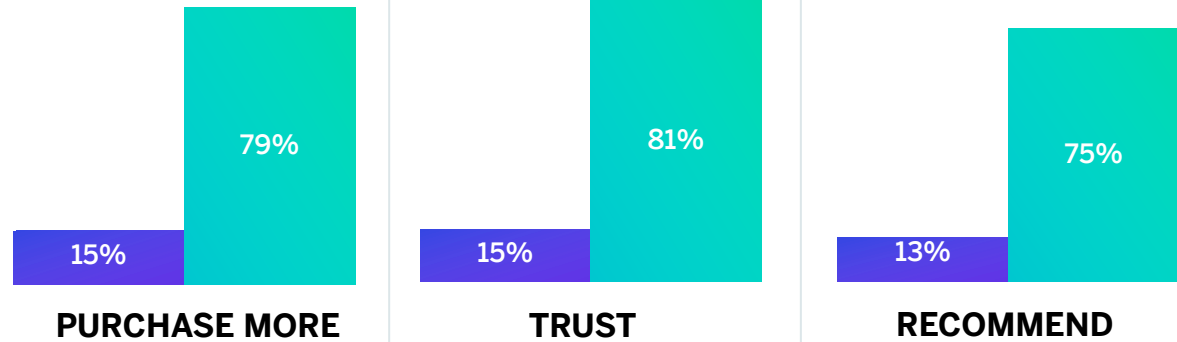
ABOUT

This chart shows the percentage of consumers that are 'somewhat' or 'very' likely to purchase more, trust, and recommend when they are satisfied versus that are not satisfied with their overall customer service experience.

Consumers who say they are 'somewhat' or 'very likely' to:

■ Satisfied with Overall Experience

■ Not Satisfied with Overall Experience



Customers that are satisfied with their overall customer service experience are **5.2x** more likely to **purchase more**

Customers that are satisfied with their overall customer service experience are **5.4x** more likely to **trust**

Customers that are satisfied with their overall customer service experience are **5.8x** more likely to **recommend**

Loyalty and Customer Service Satisfaction: Europe

KEY TAKEAWAYS

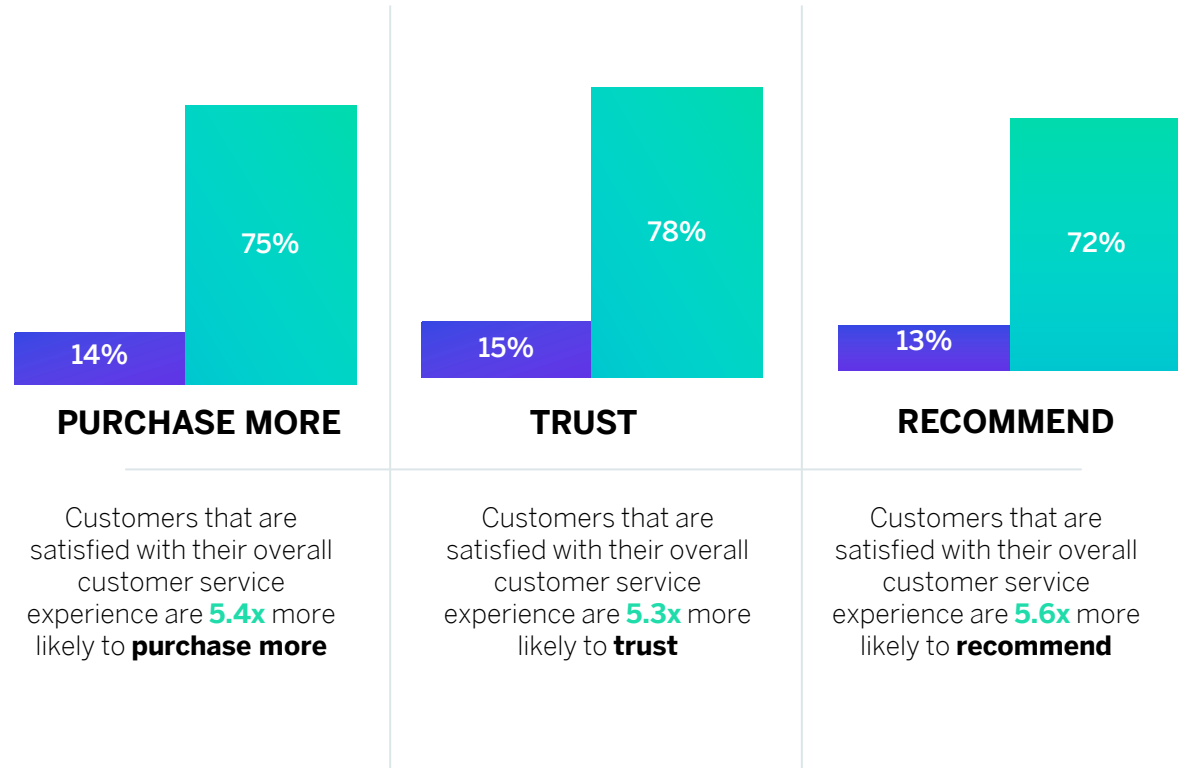
+ European consumers are significantly more likely to engage in each of these loyalty behaviors after a satisfactory customer service experience. They are 61 percentage-points more likely to rebuy, and 59 percentage-points more likely to recommend after such an experience compared to an unsatisfactory experience.

ABOUT

This chart shows the percentage of European consumers that are 'somewhat' or 'very' likely to purchase more, trust, and recommend when they are satisfied versus that are not satisfied with their overall customer service experience.

Consumers who say they are 'somewhat' or 'very likely' to:

■ Satisfied with Overall Experience ■ Not Satisfied with Overall Experience



Loyalty and Contact Center Satisfaction: Asia

KEY TAKEAWAYS

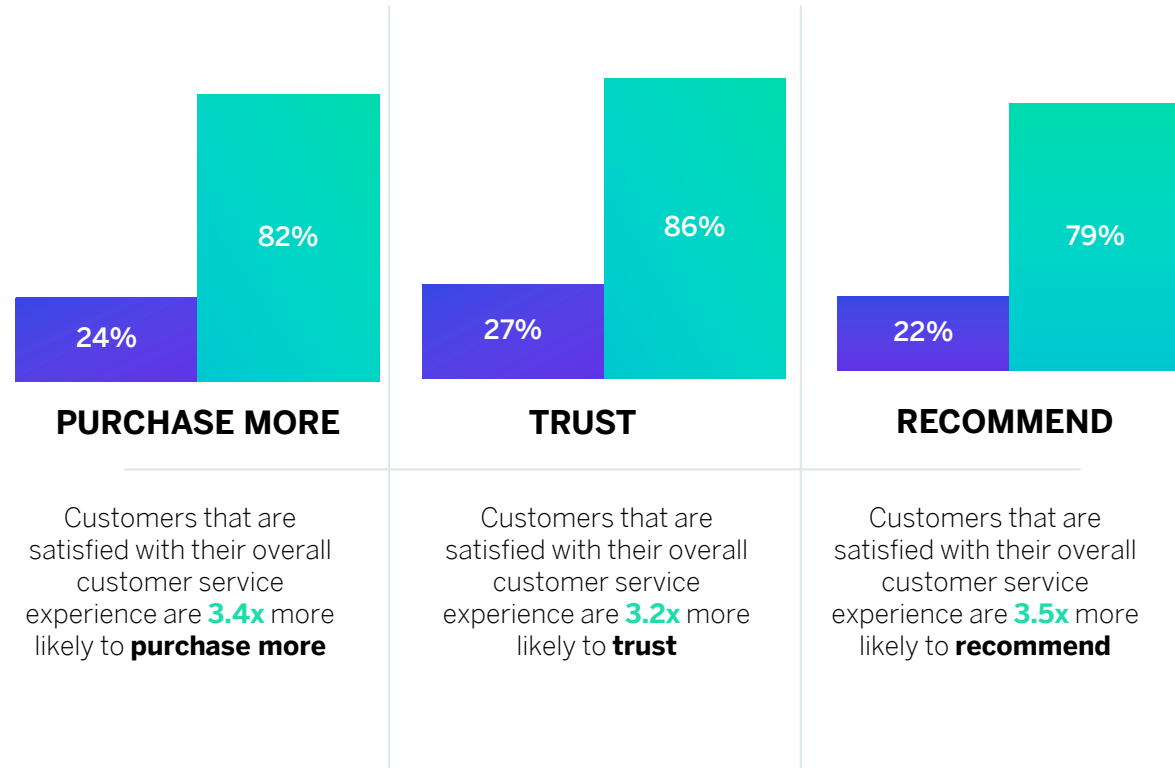
+ Asian consumers are significantly more likely to engage in each of these loyalty behaviors after a satisfactory customer service experience. They are 58 percentage-points more likely to rebuy and 59 percentage-points more likely to recommend after such an experience compared to an unsatisfactory experience.

ABOUT

This chart shows the percentage of Asian consumers that are 'somewhat' or 'very' likely to purchase more, trust, and recommend when they are satisfied versus that are not satisfied with their overall customer service experience.

Consumers who say they are 'somewhat' or 'very likely' to:

■ Satisfied with Overall Experience ■ Not Satisfied with Overall Experience



Loyalty and Contact Center Satisfaction: Latin America

KEY TAKEAWAYS

+ Latin American consumers are significantly more likely to engage in each of these loyalty behaviors after a satisfactory customer service experience. They are 58 percentage-points more likely to rebuy and 54 percentage-points more likely to recommend after such an experience compared to after an unsatisfactory experience.

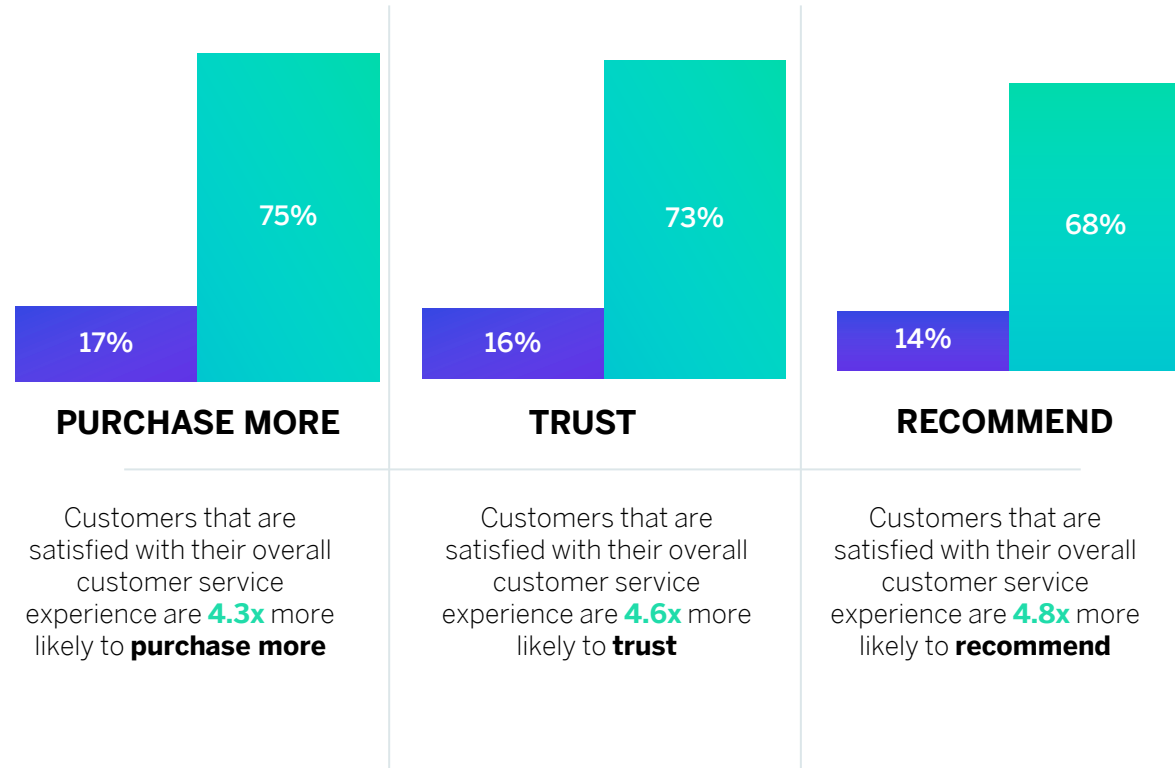
ABOUT

This chart shows the percentage of Latin American consumers that are 'somewhat' or 'very' likely to purchase more, trust, and recommend when they are satisfied versus that are not satisfied with their overall customer service experience.

Consumers who say they are 'somewhat' or 'very likely' to:

■ Satisfied with Overall Experience

■ Not Satisfied with Overall Experience



Loyalty and Contact Center Satisfaction: Australia & New Zealand

KEY TAKEAWAYS

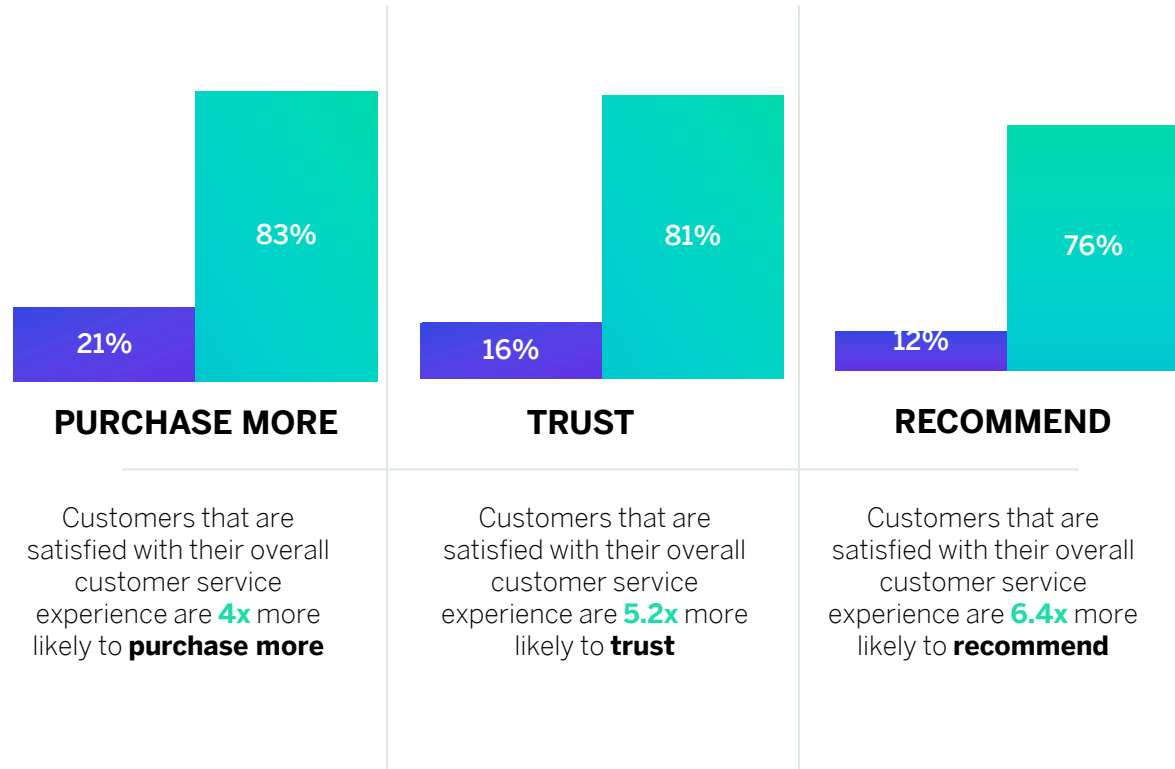
+ Australian and New Zealander consumers are significantly more likely to engage in each of these loyalty behaviors after a satisfactory customer service experience. They are 62 percentage-points more likely to rebuy and 64 percentage-points more likely to recommend after such an experience compared to after an unsatisfactory experience.

ABOUT

This chart shows the percentage of Australia and New Zealand consumers that are 'somewhat' or 'very' likely to purchase more, trust, and recommend when they are satisfied versus that are not satisfied with their overall customer service experience.

Consumers who say they are 'somewhat' or 'very likely' to:

■ Satisfied with Overall Experience ■ Not Satisfied with Overall Experience



Loyalty and Contact Center Satisfaction: US & Canada

KEY TAKEAWAYS

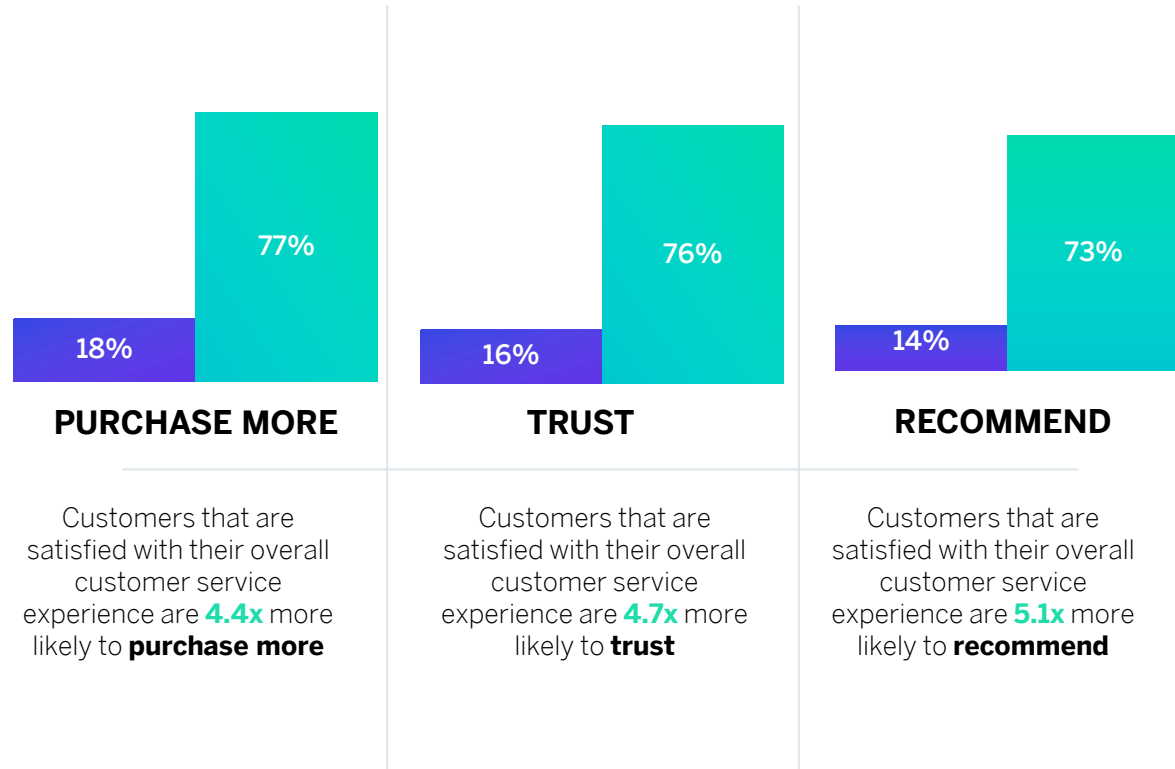
+ US and Canadian consumers are significantly more likely to engage in each of these loyalty behaviors after a satisfactory customer service experience. They are 59 percentage-points more likely to rebuy and recommend after such an experience compared to after an unsatisfactory experience.

ABOUT

This chart shows the percentage of US and Canada consumers that are 'somewhat' or 'very' likely to purchase more, trust, and recommend when they are satisfied versus that are not satisfied with their overall customer service experience.

Consumers who say they are 'somewhat' or 'very likely' to:

■ Satisfied with Overall Experience ■ Not Satisfied with Overall Experience



DATA CALCULATION

In **Figure 1**, this chart was developed by taking the cross-country satisfaction and resolution percentages as calculated in Figures 2-7.

In **Figures 2-6**, we calculated these charts by dividing for each country the number of people that were 'completely' or 'somewhat' satisfied with the listed component during their most recent customer service experience by the number of people that reported having a recent customer service experience.

In **Figure 7**, we calculated this chart by dividing for each country the number of people that said the agent was able to 'fully resolve [their] issue' during their most recent customer service experience by the number of people that reported having a recent customer service experience.

In **Figures 8-13**, we calculated each chart by dividing the number of consumers that said they were 'completely satisfied' with their overall customer service experience and 'completely' or 'somewhat' dissatisfied with their component experience by the number of consumers that were either 'completely satisfied' or 'completely' and 'somewhat' dissatisfied with their component experience, respectively. We then divided the percentage of those completely satisfied with both their component and overall experience by the percentage dissatisfied with their component experience but satisfied with their overall experience to get the multiple numbers.

In **Figure 14-19**, we calculated each chart by dividing the number of 'somewhat' and 'very' likely to purchase more, trust, or recommend and either 'completely' and 'somewhat' satisfied or 'neither satisfied nor dissatisfied', 'completely', and 'somewhat' dissatisfied with their overall customer service experience by the number of consumers either 'completely' and 'somewhat' satisfied or 'neither satisfied nor dissatisfied', 'completely', and 'somewhat' dissatisfied with their overall customer service experience, respectively.

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