



DATA SNAPSHOT

Global Contact Center Trends, 2025

James Scutt, XMP

Principal XM Catalyst

Talia Quaadgras

Research Program Manager

December 2024

Executive Summary

KEY FINDINGS IN THIS REPORT

As part of Qualtrics XM Institute's 2024 Global Consumer Study, more than 23,000 consumers around the world evaluated their satisfaction with elements of their most recent contact center experience and shared how likely they were to exhibit key loyalty behaviors (likelihood to *purchase more*, *trust*, and *recommend*) after their experience. From both our analysis and the results of our 2022 Global Consumer Study, we found that:

- + **Consumers are least satisfied with the *time to wait*.** Globally, 55% of consumers are satisfied with the amount of time they waited during their recent contact center experience. This rate has improved slightly from 2022 (+2 pts), however still remains the weakest component of the contact center experience that we measured. Satisfaction with time to wait is highest in China (78%) and lowest in South Korea (38%).
- + **Overall satisfaction with contact centers has not changed from 2022.** Consumer satisfaction with their overall contact center experience has not changed significantly from 2022 and remains at 63%. Contact center satisfaction is highest among Chinese consumers (82%) and lowest among Japanese consumers (49%.) Satisfaction has changed the most in the UAE, where consumers report a 14 point decrease based on their recent contact center experience.
- + **Under 2 in 3 issues are resolved in the first call.** Sixty-two percent of consumers report that their issue was resolved the first time they contacted the customer service department. Indian consumers report the highest first call resolution rate (83%), while South Korean consumers report the lowest first call resolution rate, of just 1 in 4 interactions.
- + **It's not always easy to connect to a real person.** Across all contact center interactions not solely involving a chatbot, consumers report that it was easy to connect to a person during the interaction 64% of the time.
- + **Satisfaction with the contact center experience impacts customer loyalty.** When consumers' issues are resolved on the first try versus when they are not, they are 1.9x more likely to purchase more and trust a brand and are 2.1x more likely to recommend that brand to friends and family. The impact is even greater when consumers are satisfied with their time to wait – consumers are 2.6x more likely to purchase more and trust, and 3x more likely to recommend compared to when they are not satisfied.

STUDY KEY FACTS

- Global consumer study
- Online panel study
- Conducted in Q3 of 2024
- 23,2730 consumers
- 23 countries

Global Consumer Satisfaction and Loyalty, 2025

STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2024. Using an online survey, XM Institute collected data from 23,730 consumers across 23 countries/regions: Australia, Brazil, Canada, China, Denmark, France, Germany, Hong Kong (China), India, Ireland, Italy, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Sweden, the United Arab Emirates, the United Kingdom, and the United States.

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' approximate sample sizes are as follows:

Hong Kong (China): 400. New Zealand: 600. the Philippines: 660. Ireland: 700. Denmark, Singapore, and the UAE: 800.

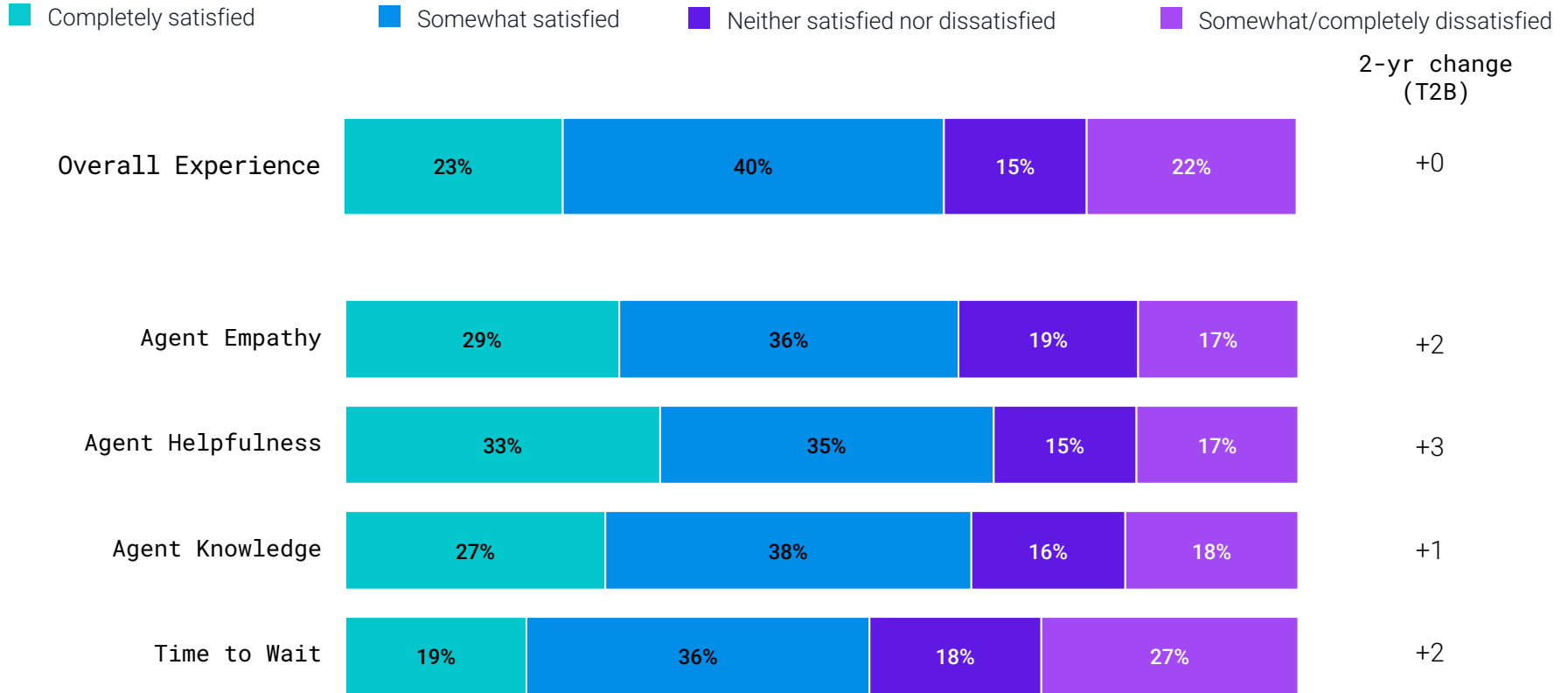
FIGURES IN THE REPORT

1. Contact Center Satisfaction
2. First Call Resolution Rate
3. Overall Satisfaction by Country
4. Time to Wait by Country
5. Agent Knowledge by Country
6. Agent Helpfulness by Country
7. Agent Empathy by Country
8. Ease Connecting with a Human
9. First Call Issue Resolution x Loyalty Behaviors
10. Time to Wait x Loyalty Behaviors

Methodology

Contact Center Satisfaction

Global Contact Center Satisfaction: Overall and by Component



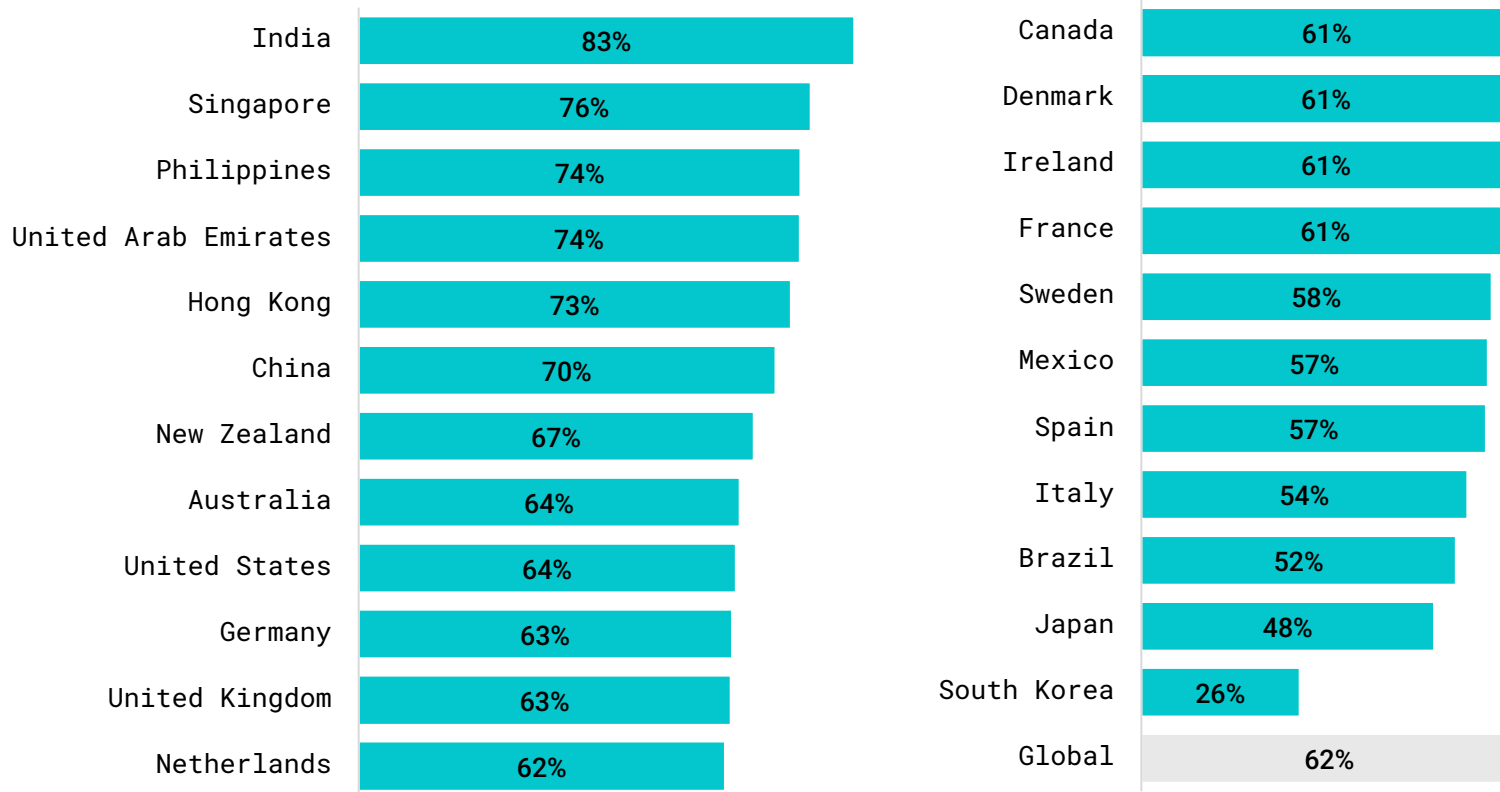
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

First Call Resolution Rate

Global Contact Center First Call Resolution Rate: Yes



Base: 23,730 consumers across 23 countries

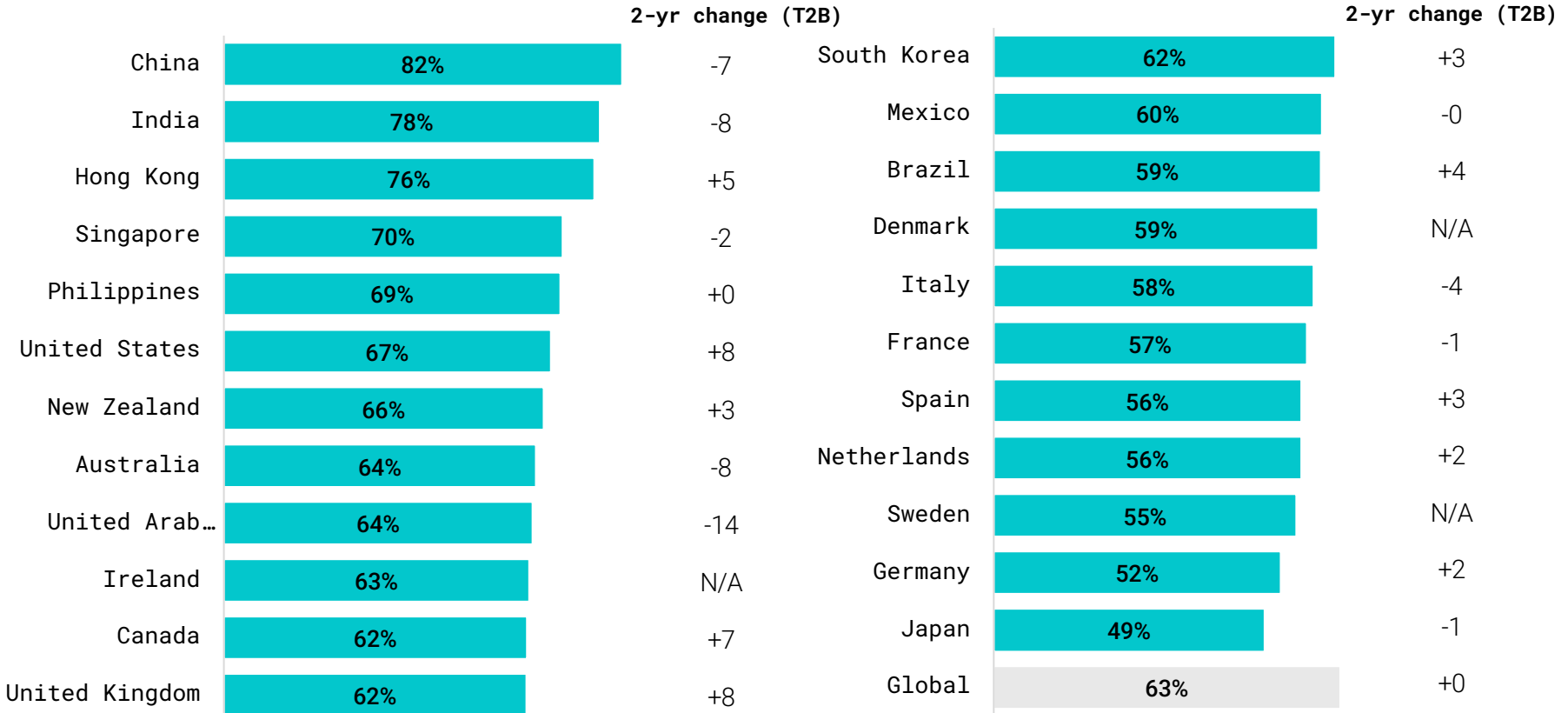
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

[xminstitute.com](https://www.xminstitute.com)

Copyright © 2024 Qualtrics®. All rights reserved.

Overall Satisfaction

Overall Satisfaction by Country (somewhat or completely satisfied)



Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

xminstitute.com

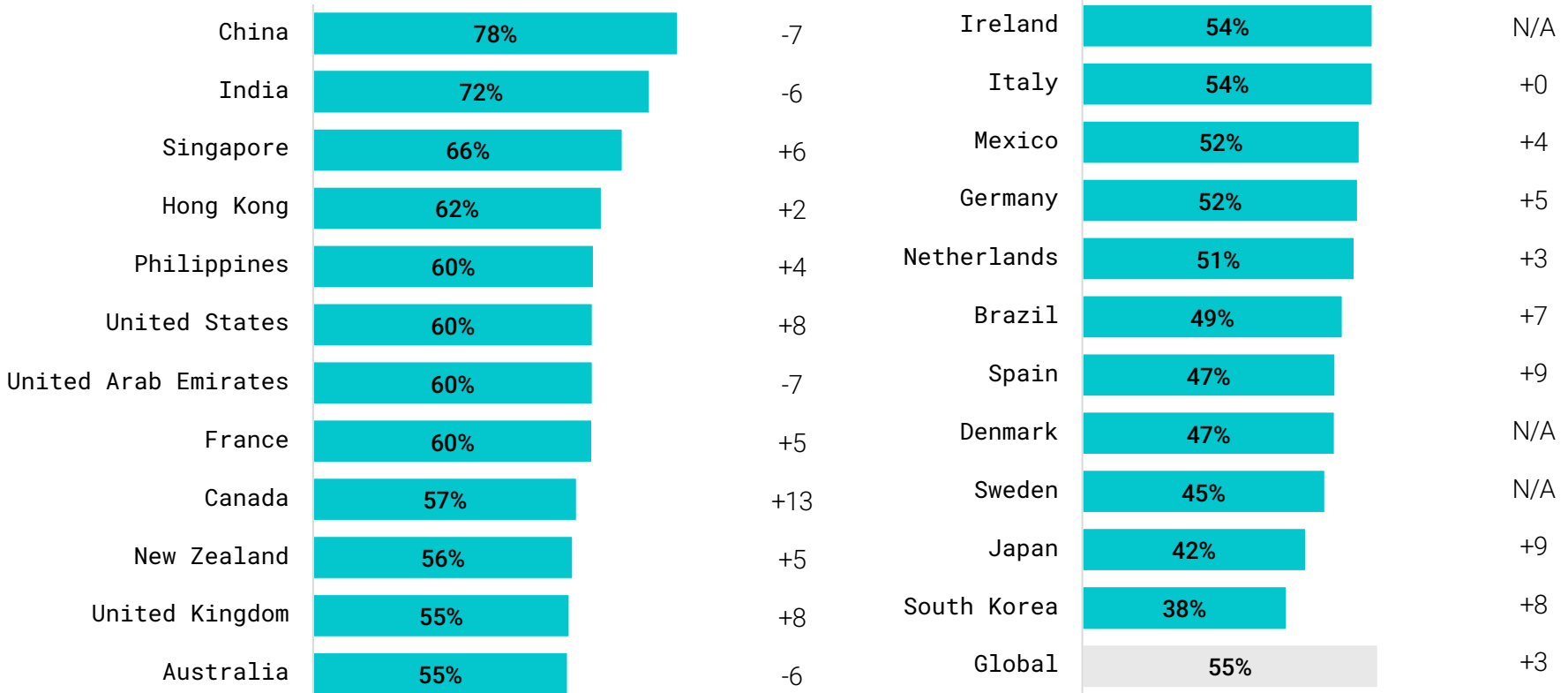
Copyright © 2024 Qualtrics®. All rights reserved.

Time to Wait

Satisfaction with Time to Wait by Country (somewhat or completely satisfied)

2-yr change (T2B)

2-yr change (T2B)



Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

xminstitute.com

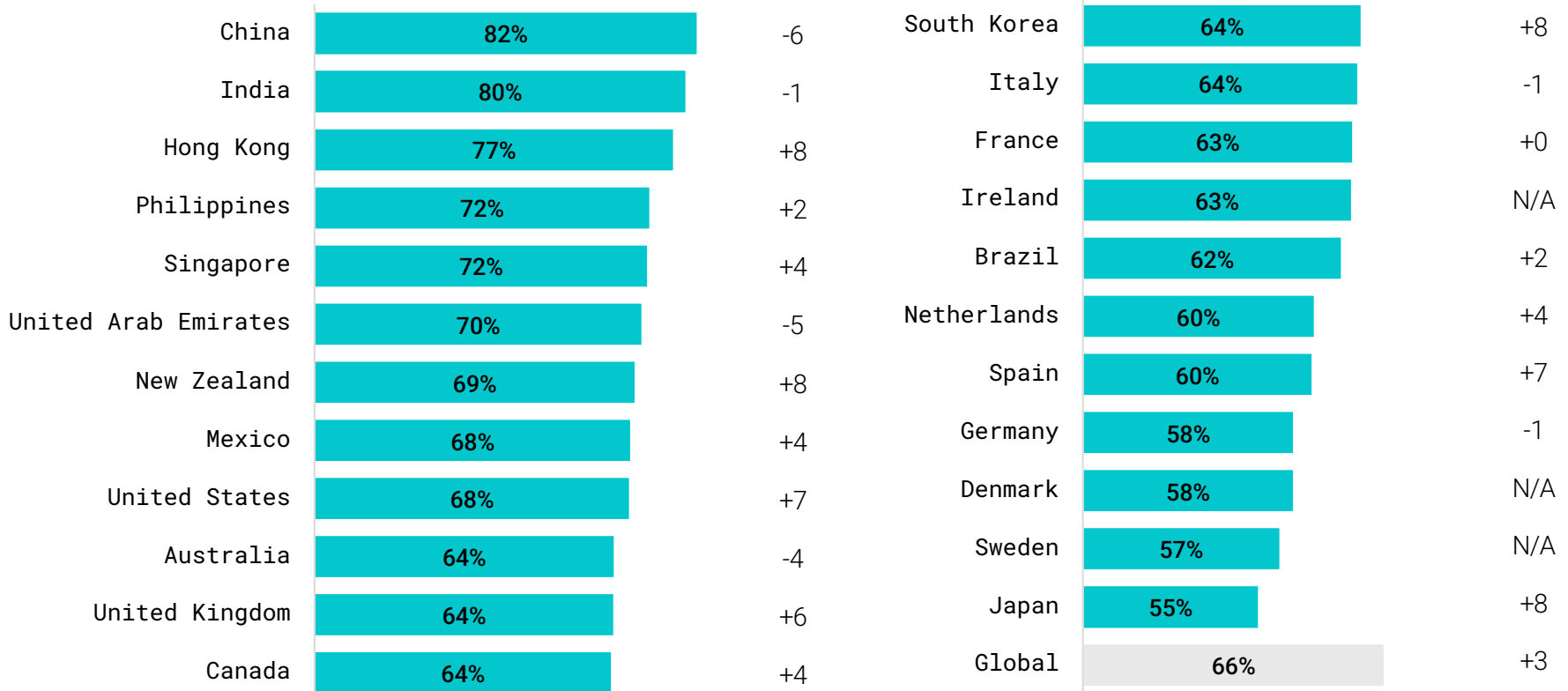
Copyright © 2024 Qualtrics®. All rights reserved.

Agent Knowledge

Satisfaction with Agent Knowledge by Country (somewhat or completely satisfied)

2-yr change (T2B)

2-yr change (T2B)



Base: 23,730 consumers across 23 countries

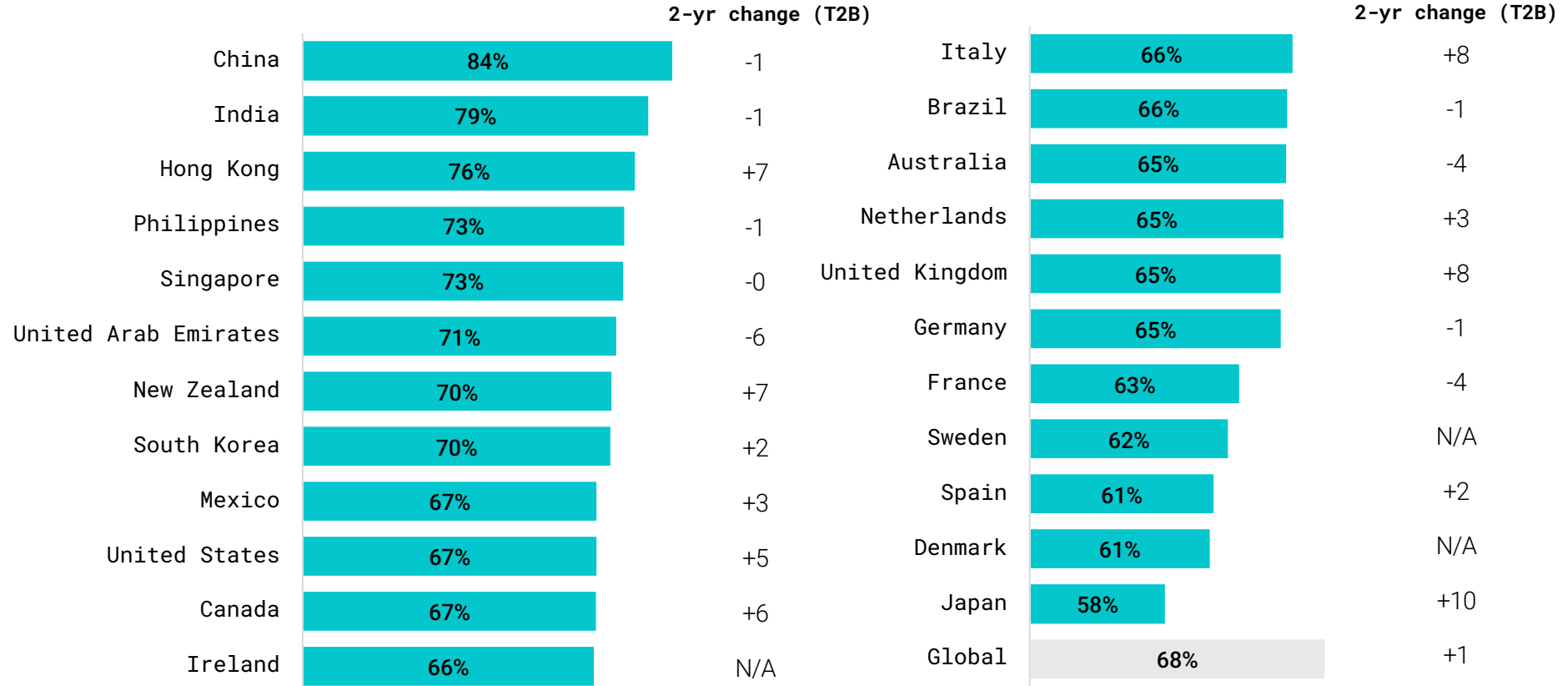
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

xminstitute.com

Copyright © 2024 Qualtrics®. All rights reserved.

Agent Helpfulness

Satisfaction with Agent Helpfulness by Country (somewhat or completely satisfied)



Base: 23,730 consumers across 23 countries

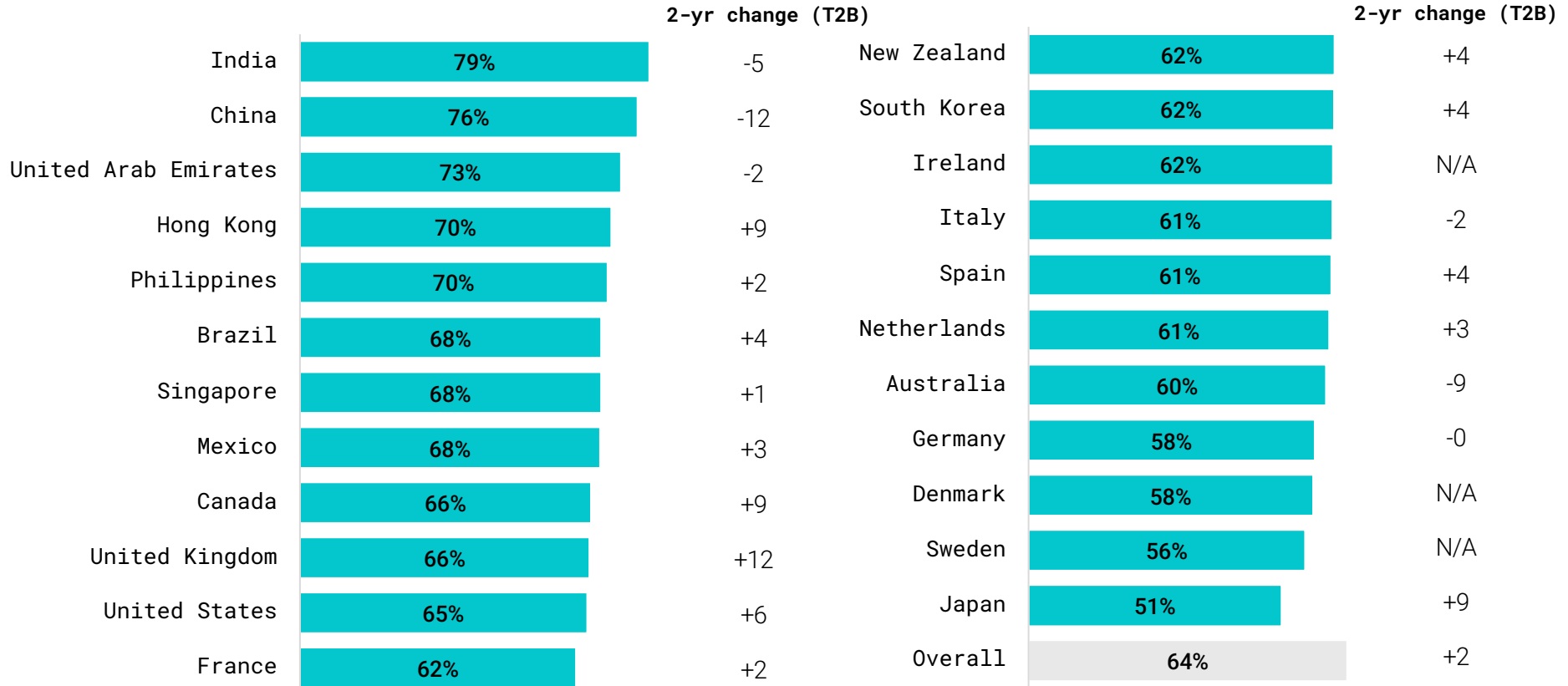
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

xminstitute.com

Copyright © 2024 Qualtrics®. All rights reserved.

Agent Empathy

Satisfaction with Agent Empathy by Country (somewhat or completely satisfied)



Base: 23,730 consumers across 23 countries

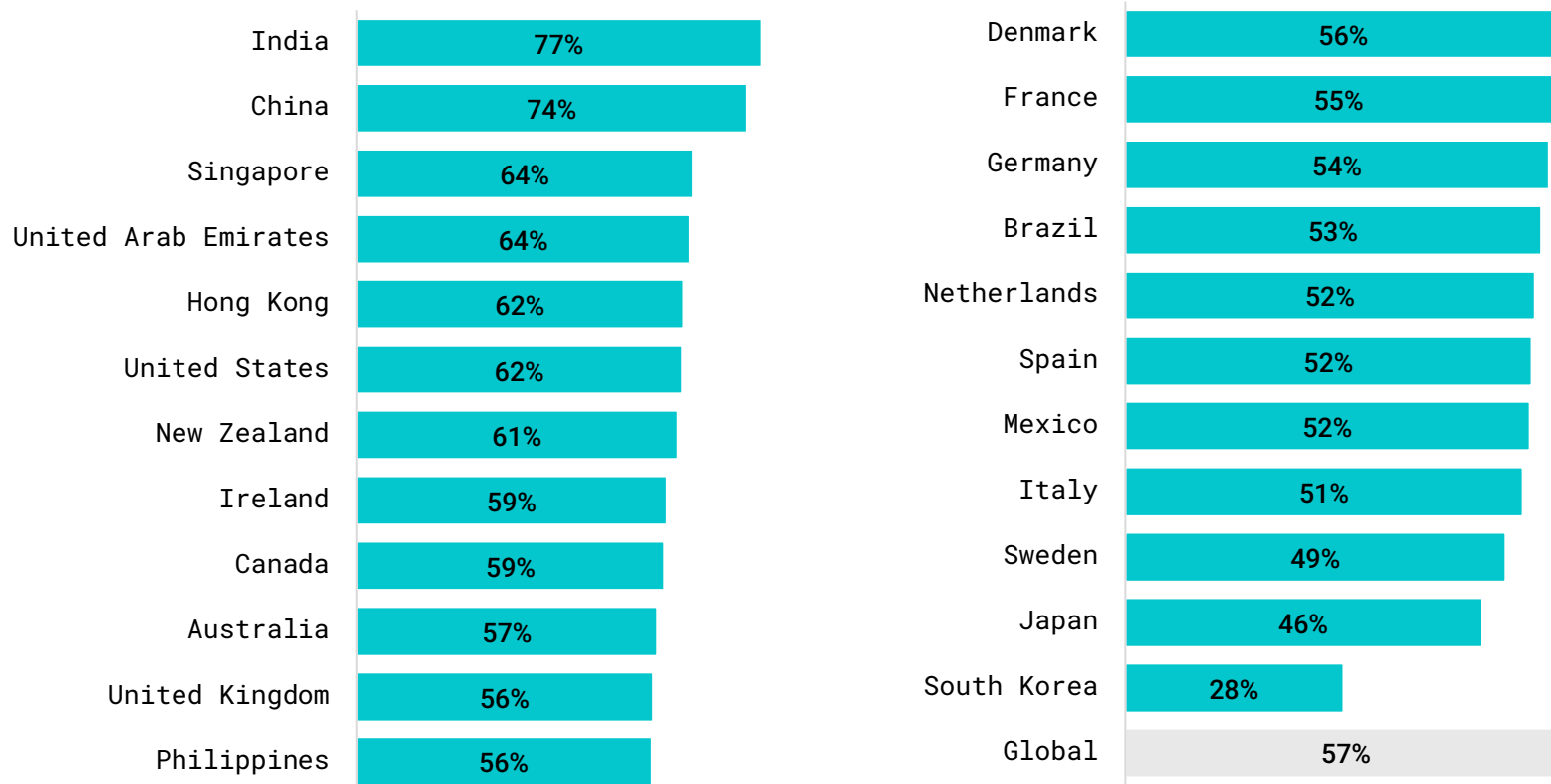
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

xminstitute.com

Copyright © 2024 Qualtrics®. All rights reserved.

Ease Connecting with a Human

How easy was it to connect to a human during your most recent customer service interaction?
(somewhat or very easy)



Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

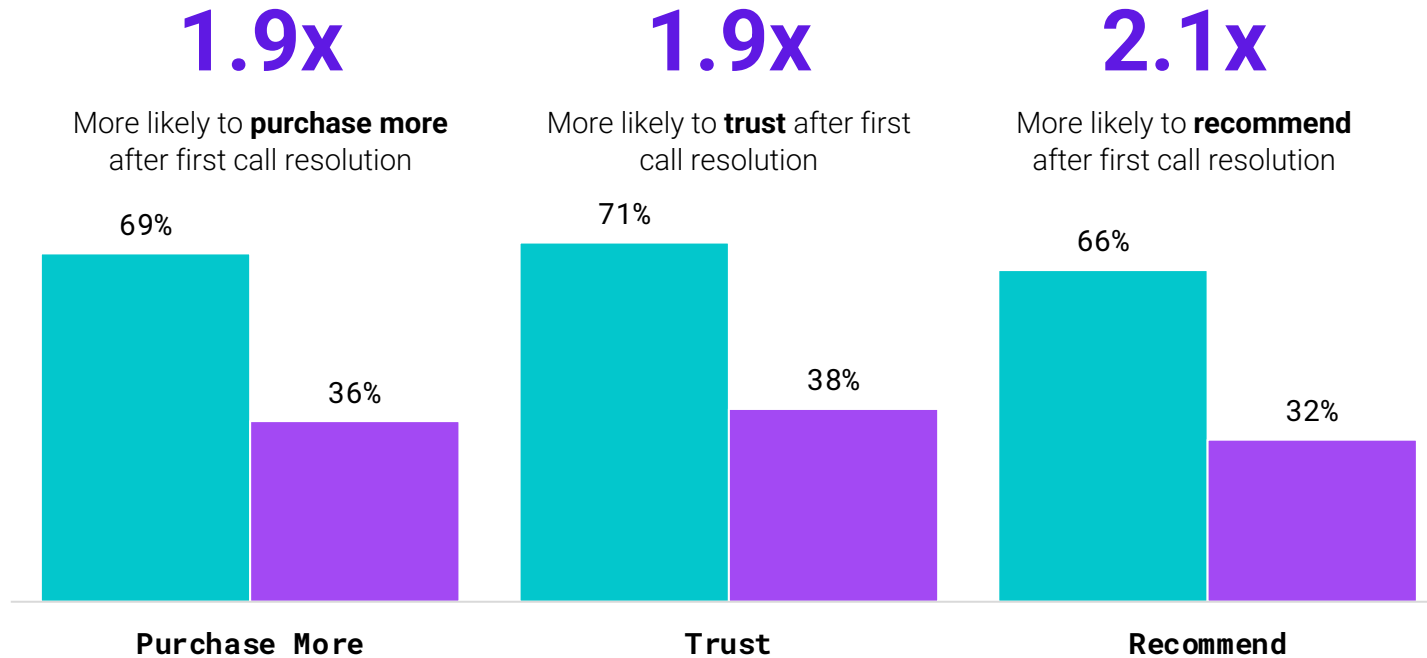
[xminstitute.com](https://www.xminstitute.com)

Copyright © 2024 Qualtrics®. All rights reserved.

First Call Issue Resolution x Loyalty Behaviors

First Call Issue Resolution x Loyalty Behaviors
(% somewhat or very likely to exhibit each loyalty behavior)

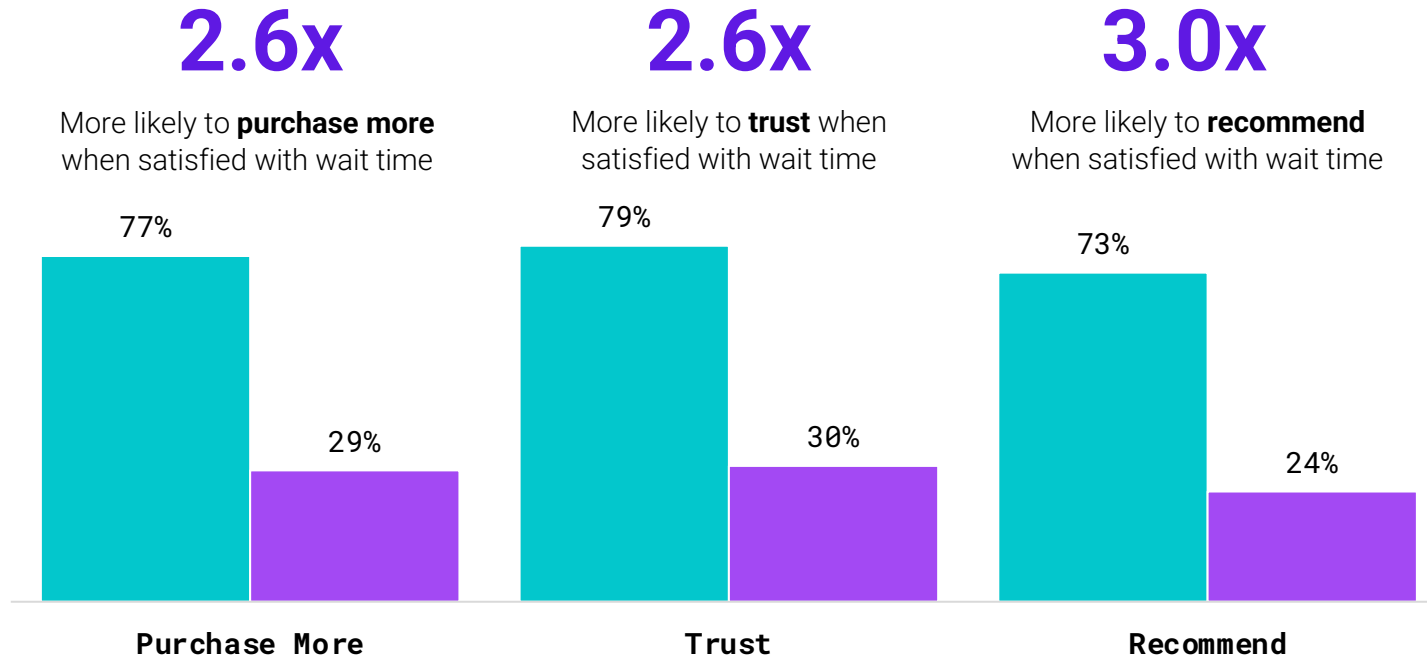
■ Issue resolution = yes ■ Issue resolution = no



Time to Wait x Loyalty Behaviors

Satisfaction with Time to Wait x Loyalty Behaviors
(% somewhat or very likely to exhibit each loyalty behavior)

■ Time to wait = somewhat or very satisfied ■ Time to wait = not satisfied



DATA CALCULATION

Data was only included in reporting on segments that received 100+ responses from consumers in any given country. Consumers were screened based on whether they had an interaction with a company's customer service department in the previous 60 days.

Figure 1 shows the average satisfaction rate across all countries for the overall experience, agent helpfulness, knowledge, and empathy, and time to wait.

Figures 3-7 show the change in satisfaction rate for all countries surveyed in both 2022 and 2024 (excludes Denmark, Ireland, and Sweden.)

Figures 9 and 10 show consumer likelihood (somewhat or very likely) to purchase more, trust, or recommend an organization after their recent interaction with the organization's customer service department according to their first call resolution (Figure 9) or satisfaction with time to wait (Figure 10.)

Independent calculation may not yield the same results due to rounding.

AUTHORS

James Scutt – Principal XM Catalyst
Talia Quaadgras – Research Program Manager

PUBLICATION DATE

December 2024