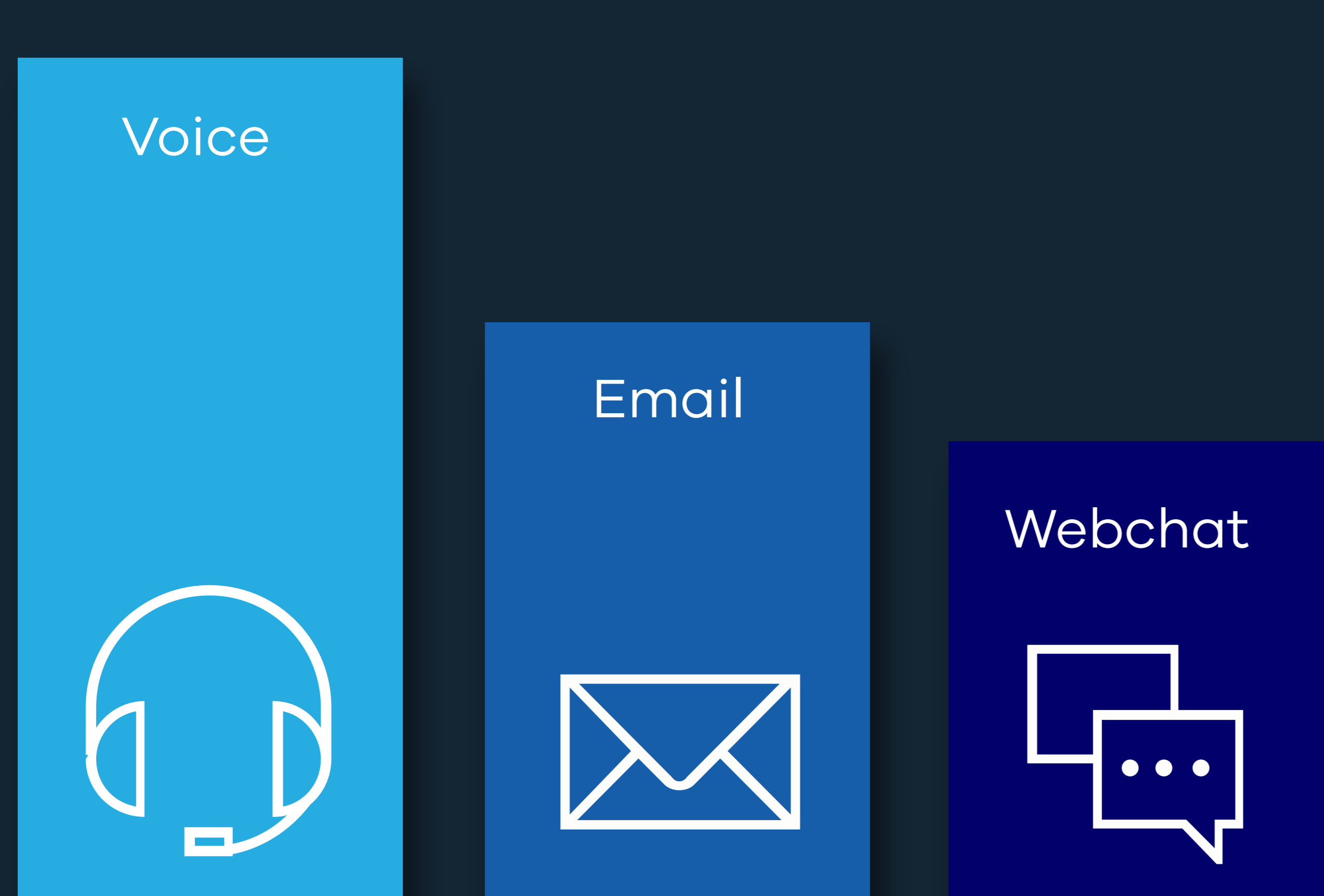


# HOW OPERATIONAL CUSTOMER EXPERIENCE IMPACTS CUSTOMER SATISFACTION

Contact center professionals ranked their

## TOP 5 KPIs

1. Customer satisfaction
2. Average handle time
3. First call resolution
4. Average time in queue
5. Average speed of answer

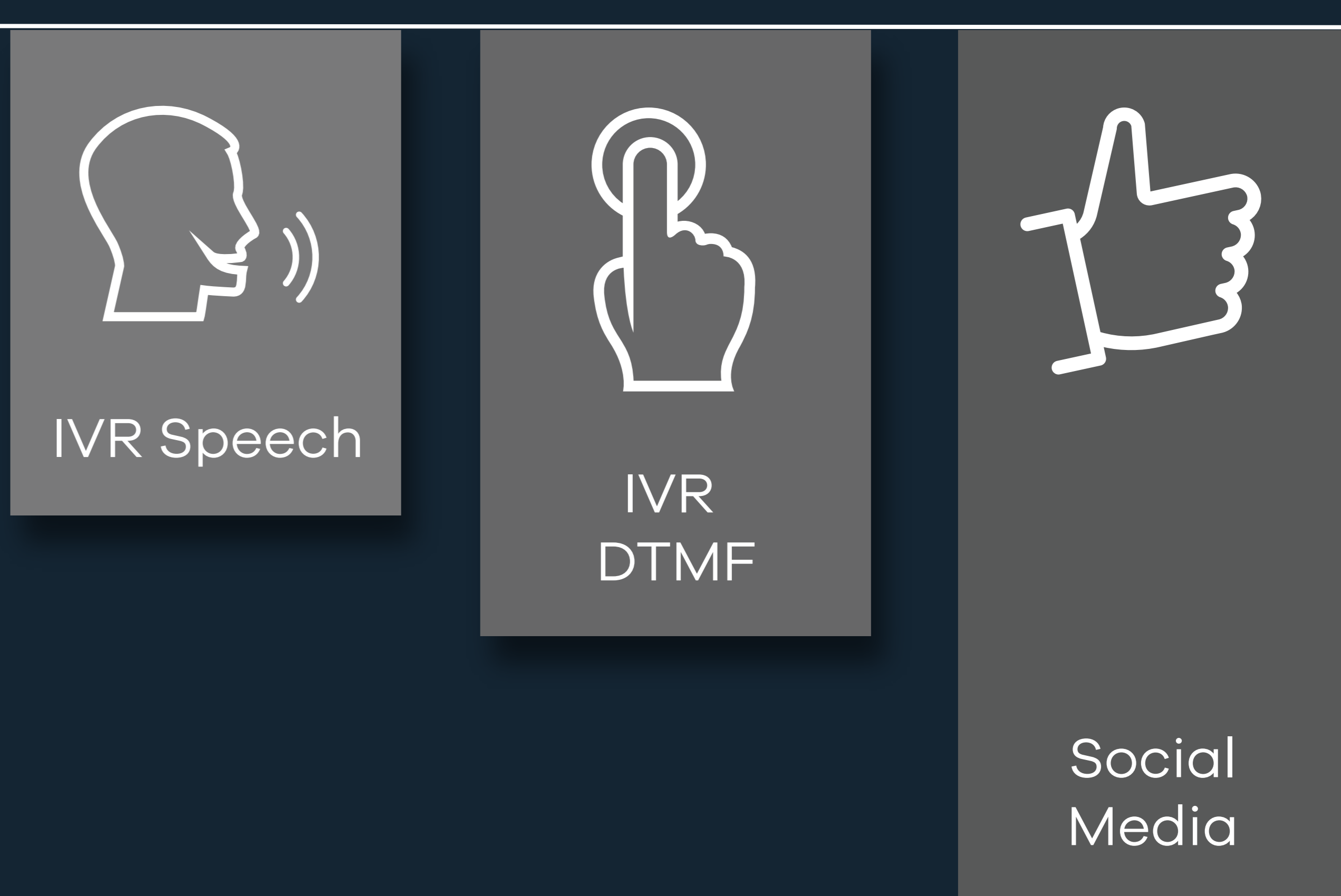


HIGHEST CUSTOMER SATISFACTION  
Live Agent

## COMMUNICATION CHANNELS

that Drive the Highest Levels of Customer Satisfaction

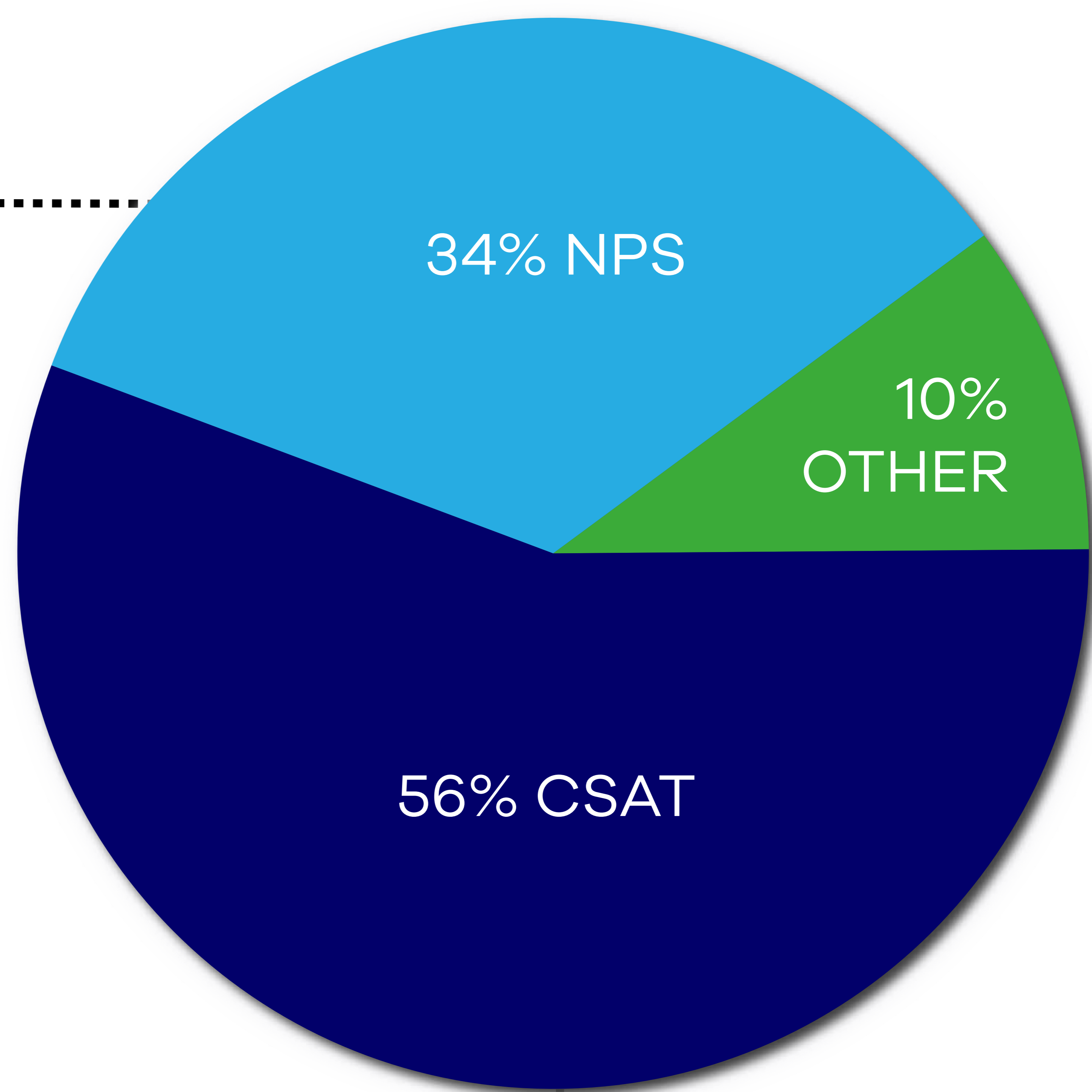
LOWEST CUSTOMER SATISFACTION



Customer Satisfaction

## MEASUREMENT METHODS

56% measured customer satisfaction through CSAT and 34% indicated they use NPS.



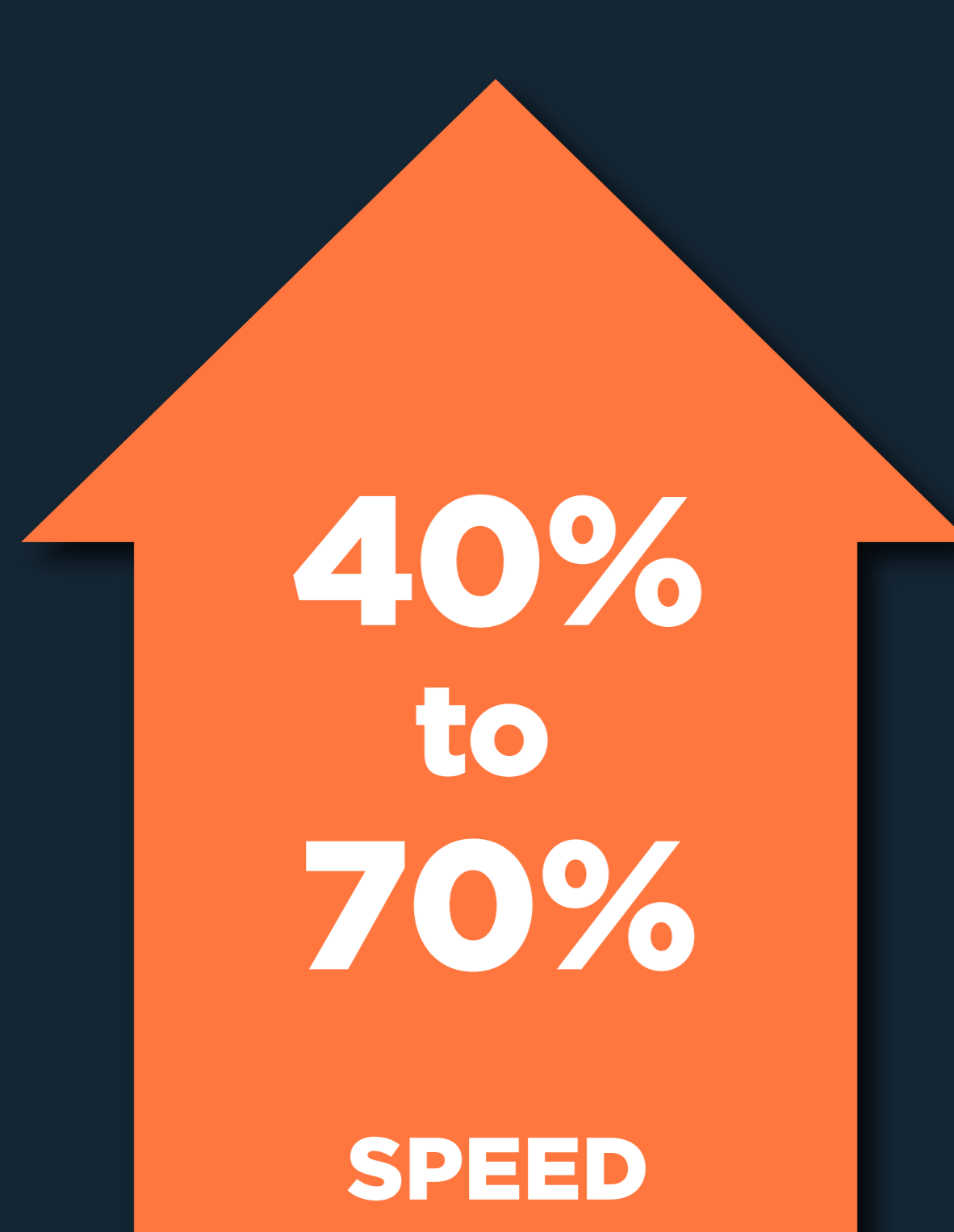
## Highest Ranking CUSTOMER EXPECTATIONS

- 1 Knowledgeable, polite and friendly agents
- 2 Calls answered quickly/short waiting times
- 3 First call resolution/queries resolved quickly
- 4 Customers don't want multiple call transfers
- 5 Personalized experience

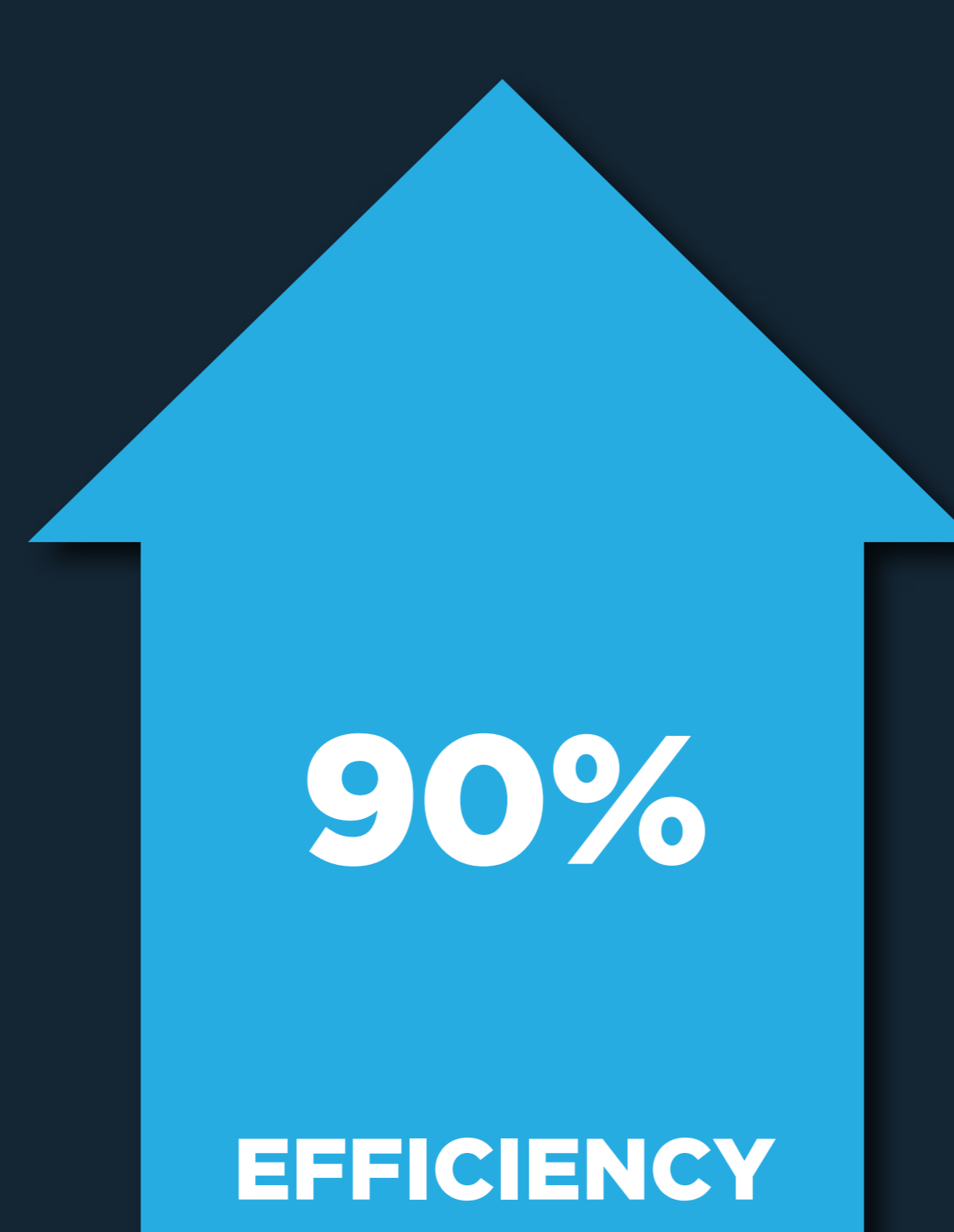
## COMPANIES PROFICIENT IN



## TYPICALLY SEE



Faster time-to-market



Test coverage



Faster time per test