Burwood Group/Cisco Contact & Customer Service Center Survey

Contact & Customer Service Trends and Challenges

INTRODUCTION

Burwood Group, in partnership with Cisco, conducted a survey that targeted IT and information security leaders, as well as other company decision makers. The survey explored technology trends and challenges for contact and customer service centers, including:

- Which challenges contact and customer service centers face

- Which technologies contact and customer service centers are using

- How IT networking and unified communications (UC) play a role in customer service

Check out our results to learn about the state of Contact & Customer Service Centers and how your company fits into the picture.

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# The State of Contact & Customer Service Centers at a Glance

Delivering exceptional customer experiences is vital for companies that use contact and customer service centers. Contact and customer service centers need the right IT networking, communications, and collaboration technology to overcome challenges. Legacy technologies may not provide reliable and quality connectivity for customer service.

Our survey identified how companies with contact and customer service centers are using technology to enhance customer experiences and support their call center agents.

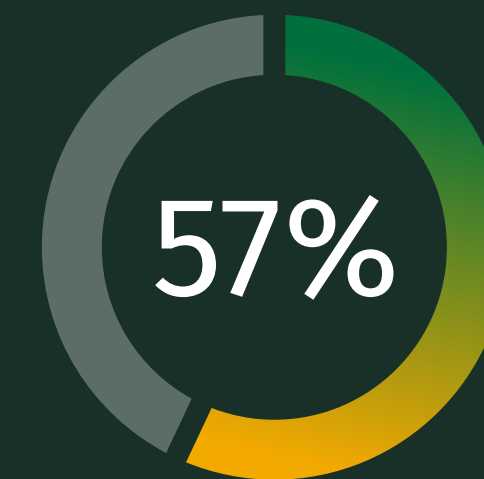## Companies need to be able to rely on contact center resources:

57%
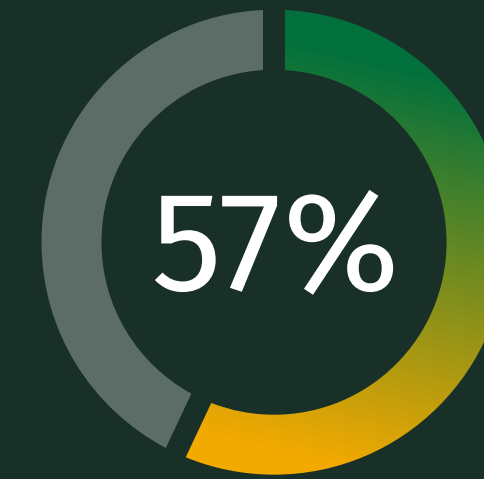
57% experience pressure from staff shortages, turnover, and training

40%
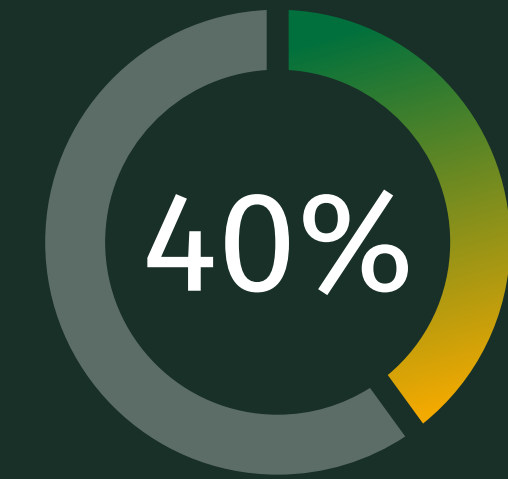
40% struggle with resource optimization

## Companies are confident in their current contact center technology but see room for improvement:

57%

57% are considering adopting network security technologies or services in the next 12 months
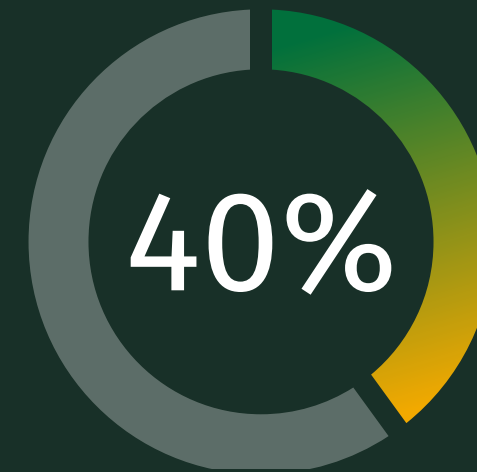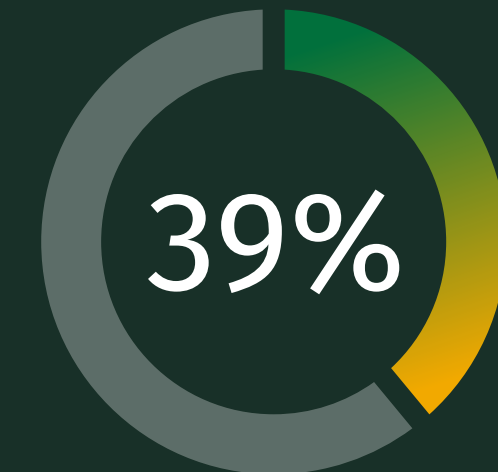
Customer Service Challenges

The companies surveyed gave themselves top marks for customer experience. However, they identified drivers that put pressure on their contact and customer service centers.

57%
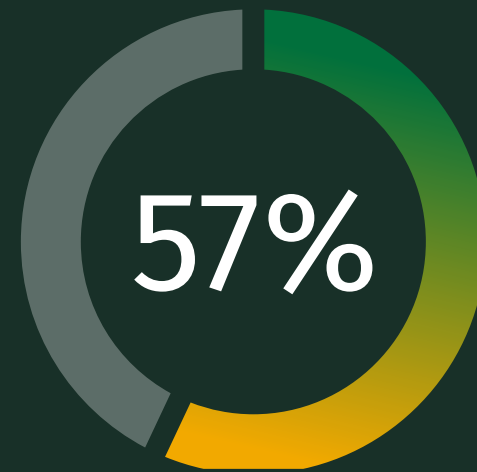
57% identified staff shortages, turnover, and training

40%

40% cited resource optimization

39%

*39% were diverted on the day to day rather than strategically focused*

The State of Technology Support

To provide optimal customer service through their contact centers, companies need IT support.
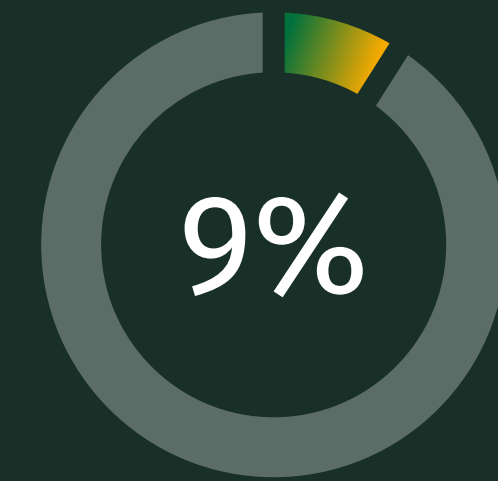
Our survey results show that while most companies use in-house IT support for their contact centers, nearly half of those surveyed either outsource support or are planning to.

84%
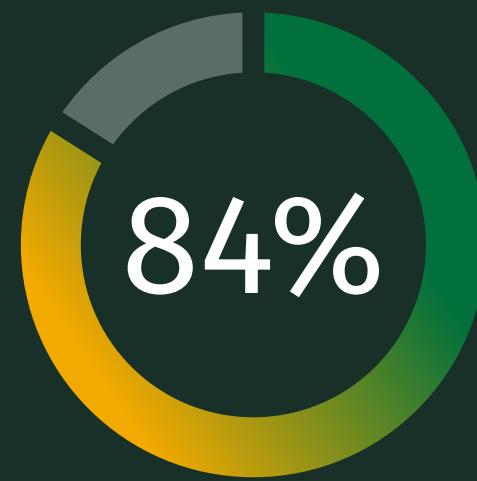
84% said "We have IT professionals on staff."

36%
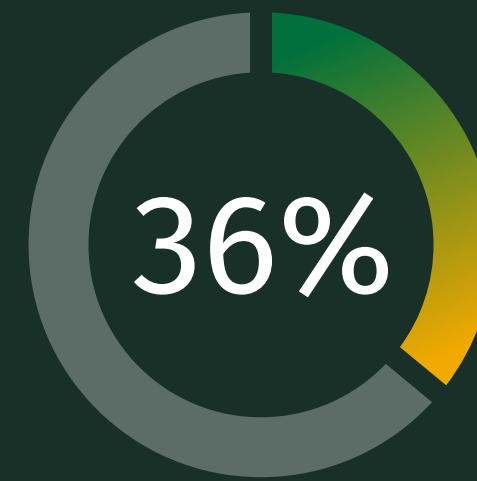
36% said "We have an IT support/services vendor."

9%

9% said "We are evaluating IT support/services vendors."

The Role of IT Networking Today

We had responders rate their company's IT network on a scale of 1 to 5, with 5 being the highest. The results showed that 45% of respondents rated their IT networking as a 4 out of 5.

Respondents identified the Top 3 pain points they experienced with their existing network.

#1 Legacy hardware

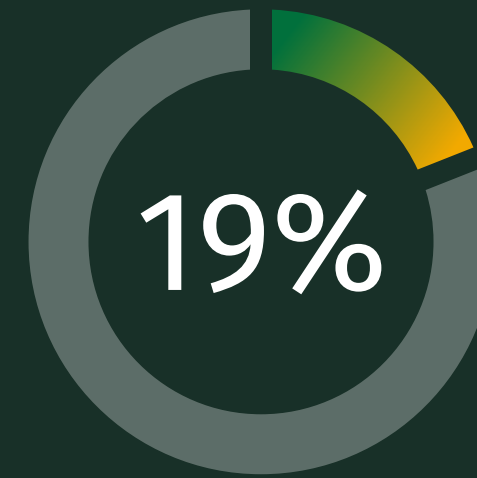# #2 Connectivity issues with service provider

#3 VoIP call quality

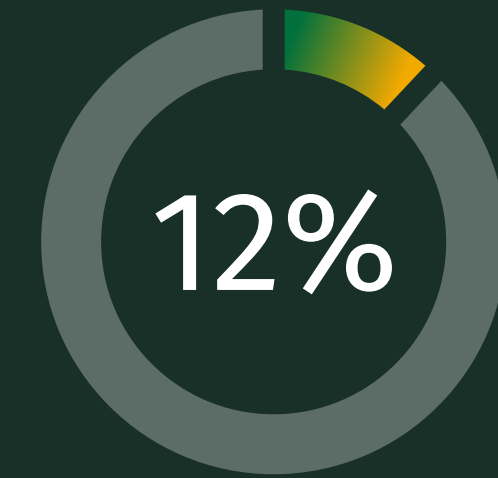# The Role of Unified Communications Today

We asked respondents to rate their company's overall unified communications (UC) on a scale of 1 to 5, with 5 being the highest. Our survey results show that 44% rated their UC as a 4 out of 5.

50%

50% of companies have adopted and implemented video conferencing

19%

19% of companies have adopted SD-WAN

12%

12% have adopted UCaaS

Embracing IT Network and UC Technology

Cisco gives companies all the tools they need to create great contact center and customer service experiences. Through its network security and unified communications as a service (UCaaS) solutions, Cisco ensures that companies provide secure, reliable, and exceptional customer service through their contact centers.

This snapshot of the industry today shows a need for solutions that combat resource shortages. As a Cisco Partner, Burwood Group enables companies to reach contact center maturity and maximize their efforts.

We help companies leverage Cisco's cloud-based UC to:

Optimize infrastructure

by creating connected environments; moving from physical to software defined and hybrid cloud solutions; and providing risk protection, time to market gains, and cost efficiency

Modernize applications

by building a digital platform for more efficient application deployment to unlock new revenue streams and enable faster customer outreach

Create better user engagement

by streamlining user experience and achieving team productivity gains with secure access to tools and resources

Find out how expectations are changing for contact centers.

Download our White Paper: The Evolving Contact Center: From Call Center to Customer Experience Center.

Or request a Contact Center Assessment from Burwood Group.

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