

Top Causes of Customer Dissatisfaction



#1 Cause is tied:

29%



Need to contact repeatedly to resolve issues



Longer than average hold times

#2

Cause of Customer Dissatisfaction?

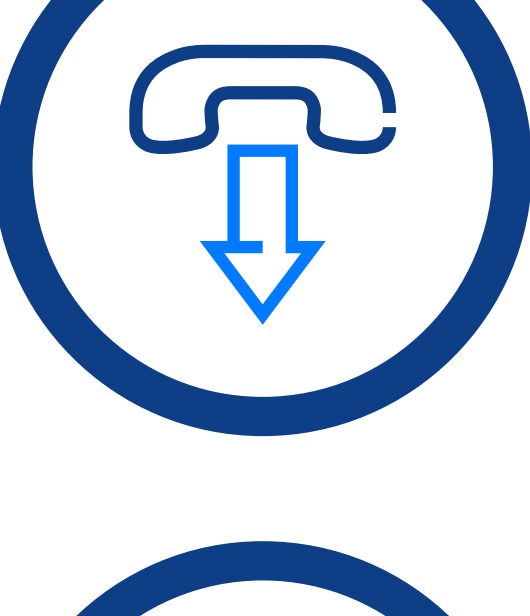
27%



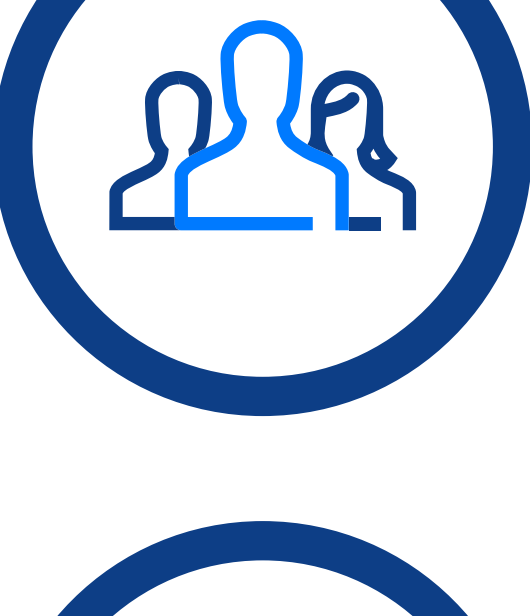
Back-office errors and delays



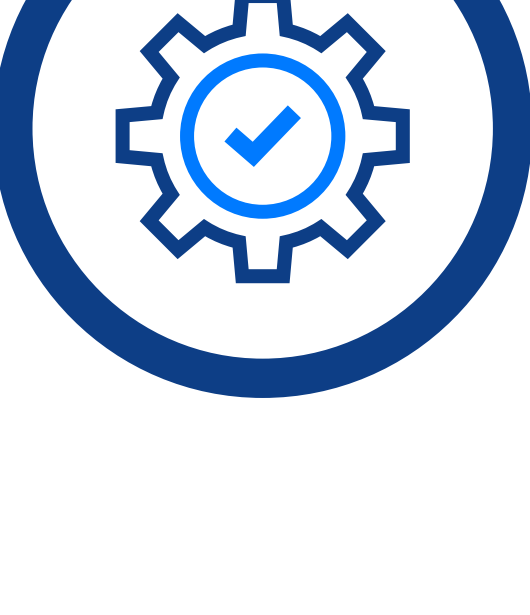
Companies with customer-centric back offices:



Reduce call volumes by 17%



Increase capacity, which reduces hold times and average time to answer



Improve back-office operational efficiencies by upwards of 20% to 30%

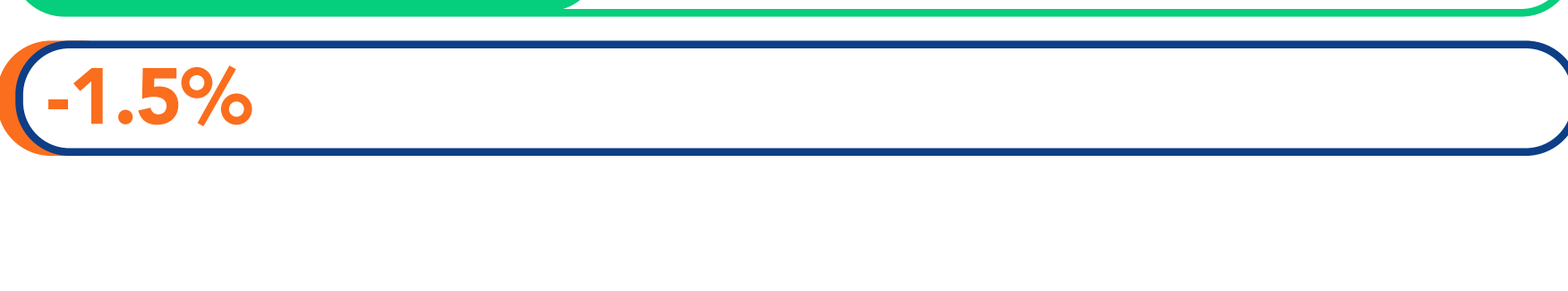
These best-in-class organizations also outperform peers on 5 key customer engagement metrics:



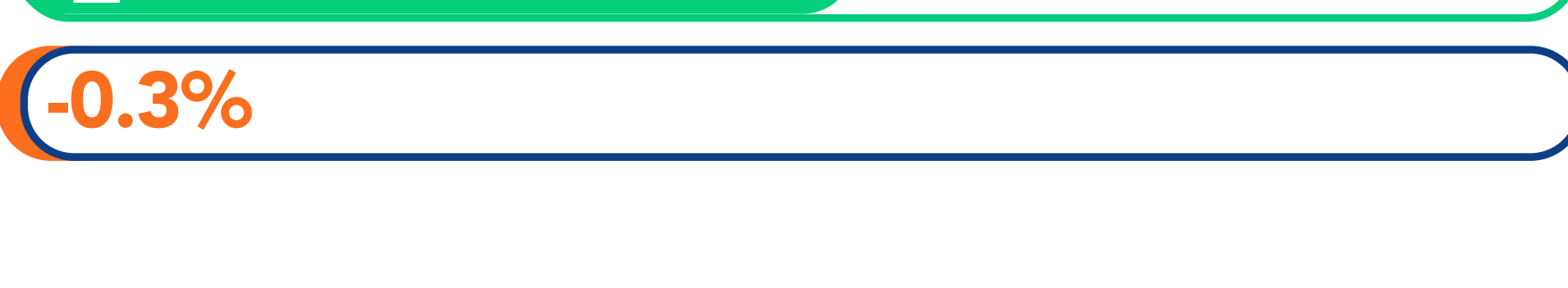
Customer retention



YOY improvement in customer satisfaction



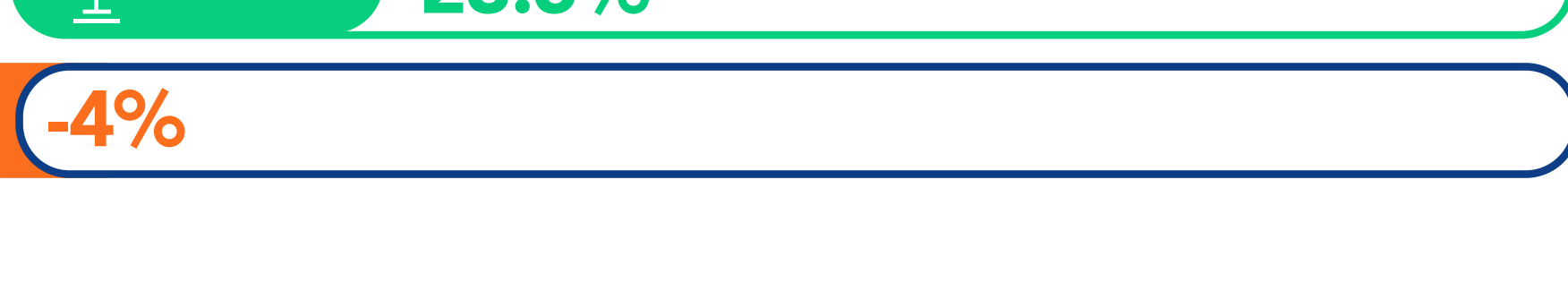
YOY decrease in response time to customer requests



YOY improvement in annual company revenue



YOY improvement in average customer profit margin



Want to learn more?

Download the Aberdeen Group Knowledge Brief:

Start Improving Contact Center Results by Focusing on Your Back Office

[Click here to download](#)