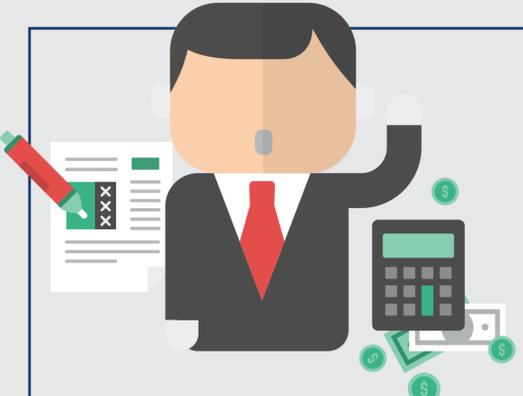


# PERCEPTION VS REALITY

## 8 Consumer Trends The Contact Center Can't Ignore



% that say companies put more effort into selling than they do providing excellent customer service

CONSUMERS

80%

CONTACT CENTERS

12%

% of customers very likely to switch companies if bad customer service experience



86%  
CONSUMERS



19%  
CONTACT CENTERS

% of customers that expect companies to let them choose follow-up or proactive communication options

86%  
CONSUMERS

37%  
CONTACT CENTERS

% that expect to be able to continue talking to same rep on phone as they were via online chat

60%

CONSUMERS

20%

CONTACT CENTERS

% that expect to be able to call the same company representative

67%

CONSUMERS

24%

CONTACT CENTERS



% that believe most companies provide a consistent customer experience across the journey

CONSUMERS

66%

CONTACT CENTERS

23%

LIVE CHAT

% that would prefer to use online chat before calling a company on the phone

CONSUMERS 53%

CONTACT CENTERS 11%

% willing to pay more for a product or service with a good customer service reputation



CONSUMERS

69%

CONTACT CENTERS 35%

Data used in this infographic was collected from 2015 studies between inContact and both ICMI and Harris Interactive. Additional information on these studies can be found at [ICMI.com/research](http://ICMI.com/research).