

3 Proven Ways

to propel contact center profit

COST CENTERS DON'T

PROFIT CENTERS DO



PLAN WITH

accuracy

50% of contact centers DO NOT measure forecast accuracy, while only 27% effectively measure and report service level.



MEASURE & REPORT

effectively

Half-hour intervals typically provide the most actionable and insightful data for planning inbound contact volume.



LISTEN TO

customer feedback

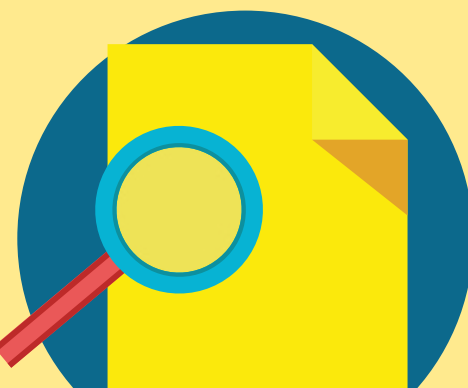
63% of contact centers DO NOT have a formal voice of the customer program.



IDENTIFY & AFFECT

key customer trends

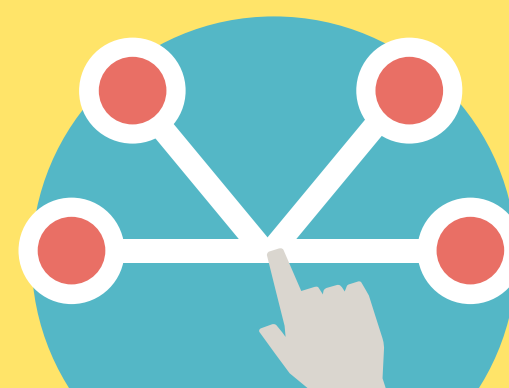
Use surveys to pinpoint key trends, problems, and preferences and make improvements for higher ROI.



SHARE

their insights

Over 62% of contact centers are thought to be perceived as a cost center by rest of their organization.



PROVIDE STRATEGIC

value

Less than 1/3 of contact centers use their data to inform marketing decisions or identify new revenue, products and services.

In the spring of 2015, the International Customer Management Institute (ICMI) and Zendesk launched the "Moving from Cost to Profit Contact Center Research" survey to discover what challenges contact centers face today in becoming a profit center and what steps other organizations have taken to successfully make the transition from cost center to profit center.

Access the research report: www.icmi.com/research
Learn more: www.icmi.com | www.zendesk.com

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REPORT **ICMI**

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