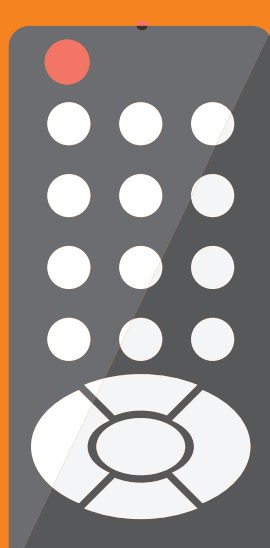


11 SECRETS OF SELF-SERVICE SUCCESS

93%

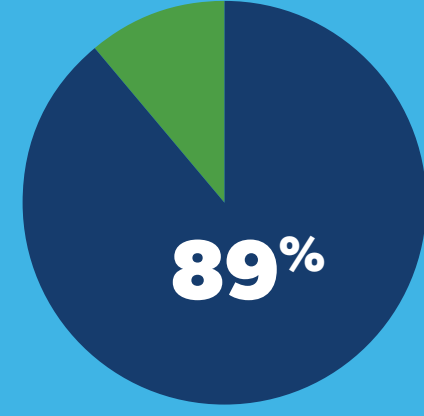
of customers would be more satisfied with customer service if they were offered their channel of choice

icmi

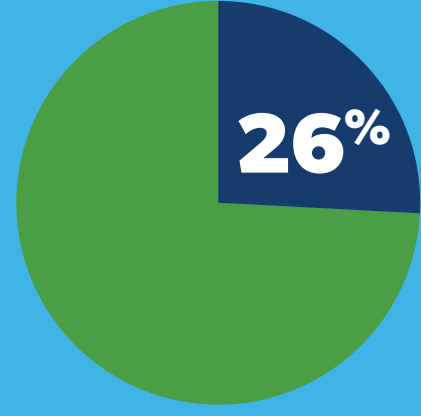


70% of contact center leaders consider self-service a very important channel

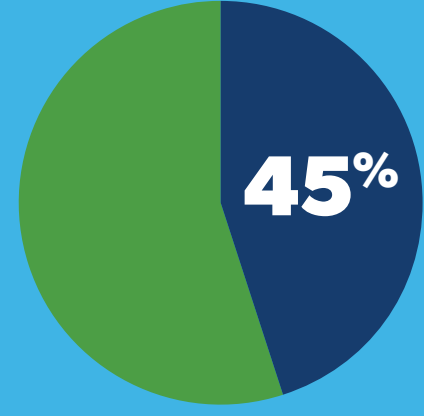
Contact centers supporting self-service options use it to provide:



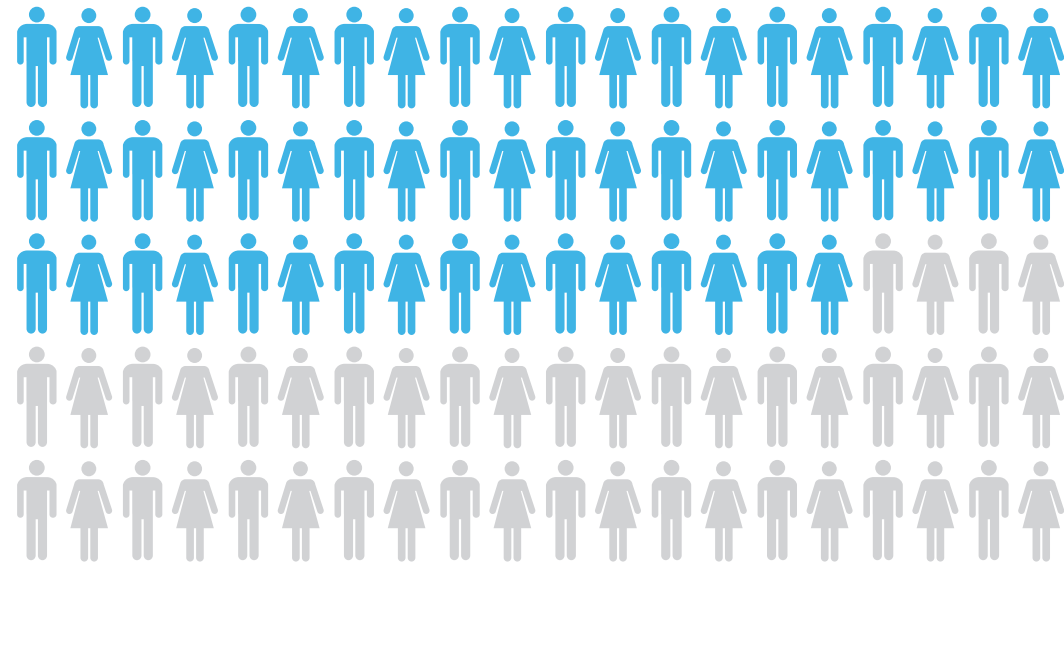
CUSTOMER SERVICE



SALES



TECHNICAL SUPPORT



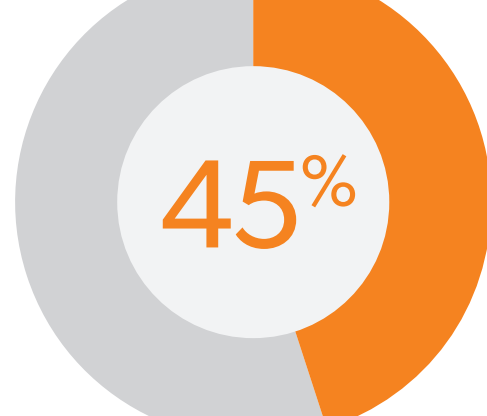
56%

of contact center leaders believe that self-service is one of the quickest methods for a customer to get their needs met

On average, IVR self-service accounts for 12% of contact center volume and self-service knowledgebase usage accounts for 10% of contact center volume



The 3 primary reasons contact centers implement self-service options are to:



Decrease volume to other customer service channels



Lower costs



Improve customer satisfaction

Adding self-service to a contact center has been shown to positively affect



CUSTOMER SATISFACTION (38%)
FIRST CONTACT RESOLUTION (22%)
QUALITY OF EXPERIENCE (20%)

57%

of contact centers that implemented self-service saw lower volume in other channels as a result



Self-service improved response times in 45% of contact centers



59%

of contact center leaders believe they will lose customers if their self-service options are limited to static FAQs



believe that having self-service options like virtual assistances, automated responses, and video improve the customer experience