

Company Executives Are the Top Source of Grind for Contact Center Leaders



Company Executives Do Not Fully Value Customer Service

Only 60%

of executives believe customer service impacts customer retention (compared to 98% of contact center leaders). Many executives treat contact centers as cost centers; therefore, cost-cutting becomes more important than the employee and customer experience.

#1

enabler of future CX and EX is AI, as voted on by executive leadership. Employees and customers aren't asking for it, which is concerning because losing the human touch means losing human loyalty.



When Cost-Cutting Becomes More Important than Service

#1

frustration for customers is being forced to listen to long messages before you're permitted to speak to a representative.

#2

frustration for customers is figuring out HOW or WHERE to contact the company.

41%

of consumers are already irritated when they contact customer service because of frustrations with self-service. Customers do not like being forced into using self-service or being deceived by companies who try to pass off their AI as humans.



The Result

[Read the Full Report](#)

Is Causing

The Crisis in Contact Center Management

The customer experience is at a 17-year low, agent turnover remains high at 7-8% a month, and quiet quitting is at 59%. This crisis is severely impacting company profitability, leading to "The Great Termination" of leaders.