

CONTACT CENTERS: Personal Touch Is a Customer Experience *Differentiator*

While the digital experience has certainly become an increasingly key focus of financial institutions, **58%** of customer calls stem from *poor service* in another channel.¹



How can I help you today?



Consumers prefer to contact companies by phone

Online or mobile banking conversions can cause call volume to **spike 300%**.²

81% of consumers want to use the phone for **complex banking issues**.³

Demand for a personal touch is on the rise

75% of companies ultimately expect the phone channel to **maintain** or **gain significance** in the years ahead.⁴

55% of Millennials prefer **voice channels** to email or chat.⁵

64% of organizations say AI should complement live agents, **not replace them**.⁶

Positive impact on brand recommendations

Great call center experiences **boost brand recommendations** by up to **163%**.⁷

Turn unhappy customers into loyal followers

Customers who had a complaint handled in **<5 minutes** go on to spend more.⁸

You've been so helpful. Thanks!



ContactCenter **CX**[™]

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email contactHC@harlandclarke.com
visit harlandclarke.com/ContactCenterCX

¹ "The 2019-20 US Customer Experience Decision-Makers' Guide," ContactBabel, 2019-2020, 2nd edition.

² Harland Clarke Data 2019

³ The Financial Brand, "The Future of Digital Banking is About Great Conversations," August 1, 2017.

⁴ Customer Contact Week, "4 Key Predictions about the Contact Center of 2025," November 7, 2019

⁵ Frost & Sullivan, "Redefining Customer Experience in the Digital Age."

⁶ CCW Market Study, "The Future of the Contact Center in 2019," November 2018.

⁷ Harvard Business Review, "How Customer Service Can Turn Angry Customers into Loyal Ones," January 16, 2018.

⁸ Verient Experience Index, "How Contact Center Experiences Impact the Omnichannel Journey," 2019.