

## 2017 Global Contact Center Survey results

In Deloitte's third survey of global contact centers since 2013, leaders representing over 450 contact centers weigh in on how their businesses will change in the coming years

### Key findings

**31%**

of organizations expect to be using **video chat** in 2 years for an average of 8% of their interactions



Social Media will account for **9%** of total contact center contacts in 2019



**33%**

of contact centers plan to invest in **robotics and process automation** in the next two years

Phone is expected to only account for **47%** of contacts in 2019 falling from **64%** today



**93%**

of C&IP executives expect their **contact volume** to remain constant or **increase** in the coming two years



**85%**

of organizations anticipate contacts will become **more complex** in the next 2 years



**56%**

of TMT Companies are planning to invest in **Artificial Intelligence**



**63%**

of organizations are planning to invest in the expansion of their training programs

**94%**

of respondents from LSHC believe that their **contact complexity** will **continue to increase**



**46%**

of FSI companies plan to have **video chat** capabilities by 2019

**53%**

of organizations are planning to implement or expand work from home programs or other flexible work arrangements



**40%**

of Public Sector companies will be primarily focused on cost

**80%**

More than **80%** of respondents state that improving **customer experience** is the most important strategic objective and driver of investment for contact centers



Social Media is expected to grow 120% to **11%** in next two years within E&R industry

Only **3%** of companies consider revenue to be a primary focus for their contact center when compared to revenue, cost and customer experience



**66%**

of respondents recognize **"Accuracy and quality of information"** as the most important customer experience attribute for future interactions within contact centers, followed closely by "Ease of interaction" with **62%**

Source: 2017 Global Contact Center Survey

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