

April 2023

2023 Global Contact Center Survey

Deloitte.
Digital



Deloitte's 2023 Global Contact Center Survey

Deloitte Digital *surveyed global contact center executives between November 2022 and February 2023* regarding the current state of their businesses and what they perceive their business will be doing in the next two years.

Respondents represent *nine industries* (Consumer and Industrial products, Energy and Resources, Automobile, Travel and Hospitality, Federal, Financial Services, Life Sciences and Health Care, Public Sector, Services) and service varying customer bases touching both B2C and B2B and internal customers such as IT or HR help desks.

The follow three themes surfaced:

1. TALENT INITIATIVES



Contact centers report staffing shortages due to an increasingly shallow talent pool

Many organizations instituted work from home programs during the pandemic that are here to stay

2. COGNITIVE ENABLED TECHNOLOGY



Technologies are shifting to cloud-based solutions

Voice and text analytics provide leaders improved insights into contact quality through mass call monitoring

3. CHANNEL ORCHESTRATION



Low complexity contacts are being driven to self-service channels

Contact centers are using right channeling strategies to meet the customer in the channel best suited to them

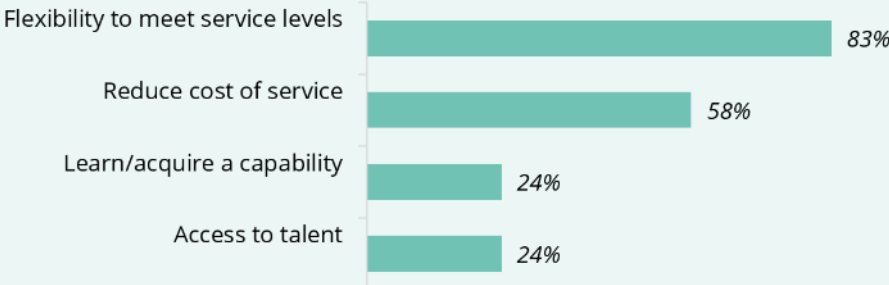
Theme 1: Embracing Dynamic Talent Models

Amid widespread staffing shortages....



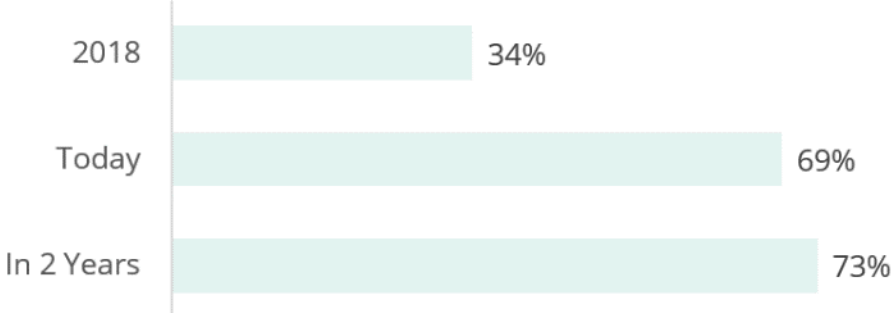
63% of responding companies face staffing shortages, and many plan to mitigate these effects through more **competitive compensation**, defined **career paths**, and by **re-directing volume away from live agent channels** and towards digital options

As a response to competitive markets and staffing shortages, more companies than ever are turning to **BPO relationships**

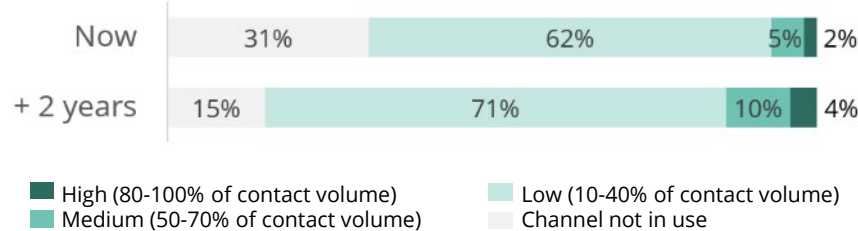


...work-from-home is here to stay.

Many companies implemented work-from-home programs during the pandemic, and more are planning to institute similar programs by 2025



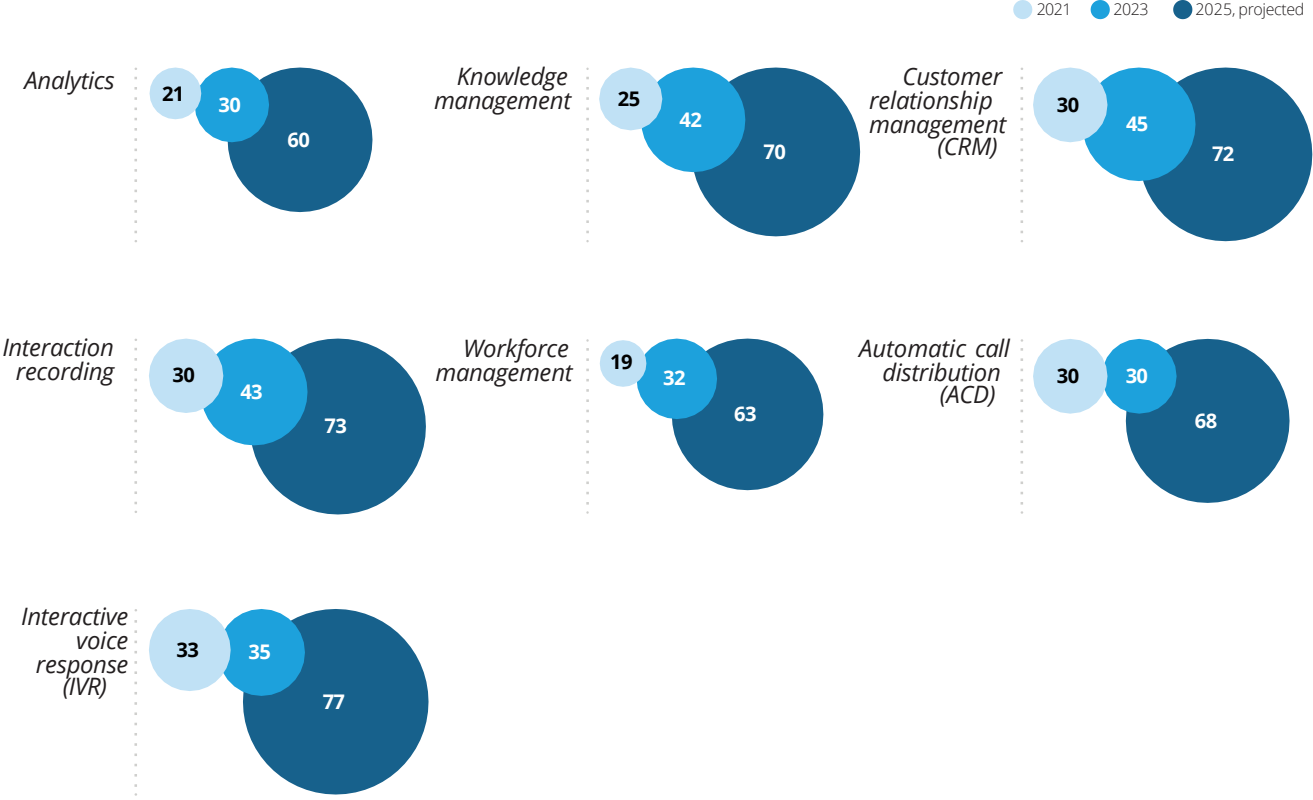
As a result of this investment, the percentage of contact volume handled by self service contacts is expected to rise



Theme 2: Transforming Operations Through Technology

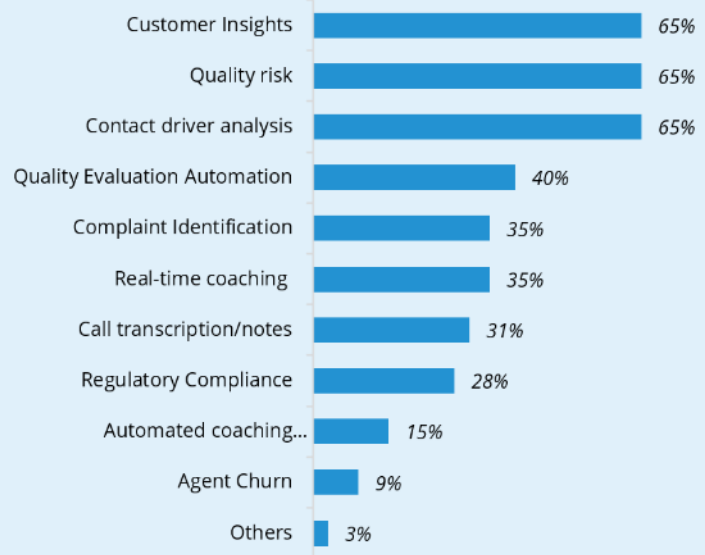
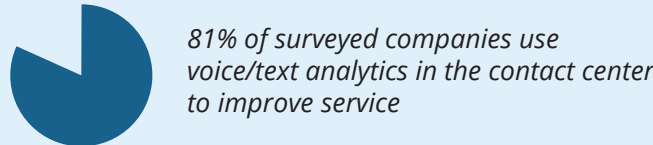
Cloud Migration

For every core contact center technology, a majority of surveyed leaders reported they either have already adopted or plan to adopt cloud-based solutions by 2025, as shown by the percentages below



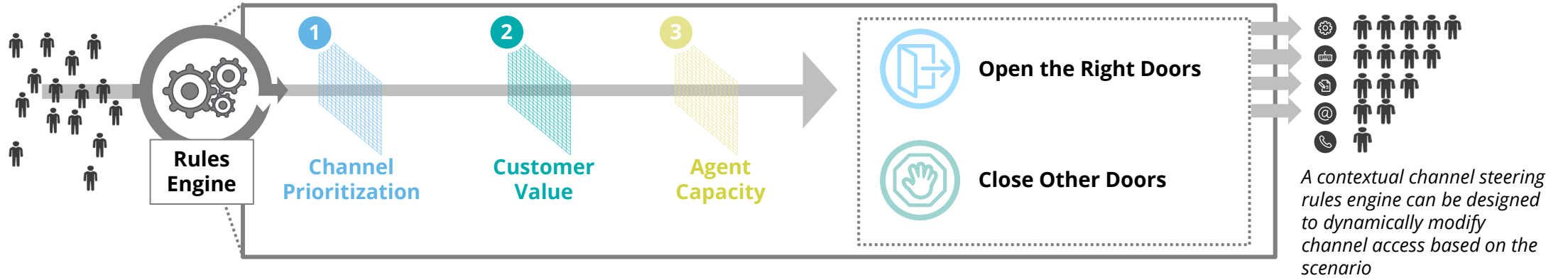
Voice & Text Analytics

Voice & text analytics capabilities are a key enabler for remote work, providing quality analysts with the ability to screen large call volumes without manual effort

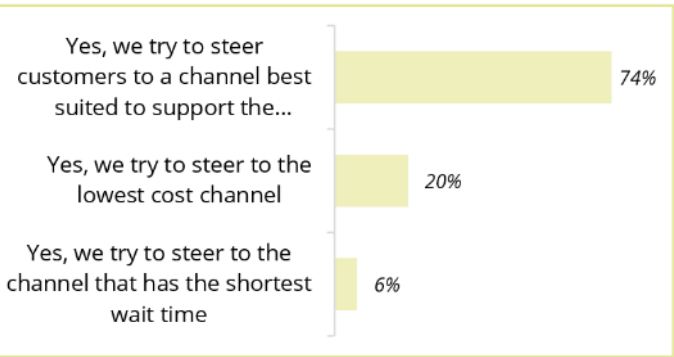
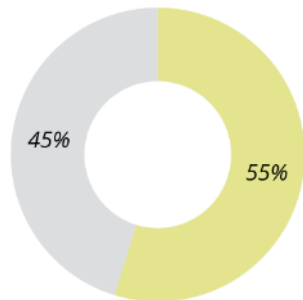


Theme 3: Elevating Experiences Through Channels

Contextual Channel Steering



Investing in Channel Steering



■ Yes, we steer customers to a channel based on interaction intent type/cost/wait time
 ■ No, our customers pick what channel to interact with us in

Self Service Channels

65%

Of contact Centers are investing in Self-Service as a way to serve low-complexity, high-volume interactions in a low-cost channel

