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.
- 47% of contact centers plan to invest in robotics and process automation in the next two years.
- 85% of organizations anticipate contacts will become more complex in the next two years.
- 33% of C&IP executives expect their contact volume to remain constant or increase in the coming two years.
- 3% of companies consider revenue to be a primary focus for their contact center when compared to revenue, cost and customer experience.
- 46% of FSI companies plan to have **video chat** capabilities by 2019.
- 94% of respondents from LSHC believe that their contact complexity will continue to increase.
- 93% of TMT companies plan to invest in **artificial intelligence**.
- 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%.
- 40% of Public Sector companies will be primarily focused on cost.
- Only 80% of respondents state that improving customer experience is the most important strategic objective and driver of investment for contact centers.
- 47% of Social Media will account for 11% of total contact center contacts in 2019.
- 63% of organizations are planning to invest in the expansion of their training programs.
- 53% of organizations are planning to implement or expand work from home programs or other flexible work arrangements.
- 90% of organizations expect to be using **video chat** in 2 years for an average of 8% of their interactions.
- 99% of contact centers plan to invest in robotics and process automation in the next two years.
- 94% of C&IP executives expect their contact volume to remain constant or increase in the coming two years.
- 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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