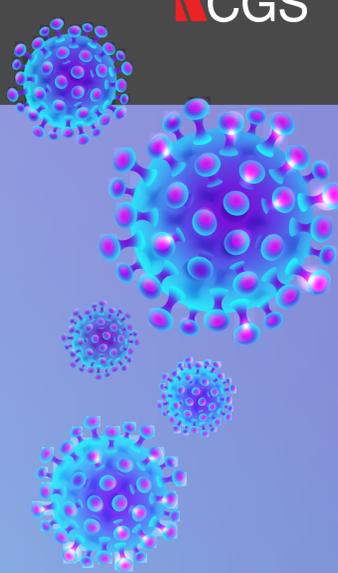


Ongoing Impact of Covid-19 on Contact Center Support Services



There are approximately 3 million customer service reps in the U.S. and millions more around the globe. Most of these representatives work in call centers saw widespread disruption, resulting from the Covid-19 pandemic. Chaos in customer service exploded as companies attempted to balance worker safety while maintaining business continuity. Many are shifting to new operating models and adopting new technologies to support customers through these difficult times.

CGS polled customer experience (CX) business leaders in July 2020 to understand what impact the pandemic is having on services and what solutions they're considering to meet consumer demands long-term.



RECORD HIGHS FOR SERVICE REQUESTS

INCREASE IN CALL VOLUMES

74% CX Leaders reporting increased support call volumes at their call centers during the pandemic.



16% Report decreased call volumes.

Those reporting the most drastic decrease were in automotive, retail and energy sectors.

COMPANIES STRUGGLED WITH VOLUME SPIKES AND CUSTOMERS FELT IT



	Temporary Impact	Ongoing Impact	No Real Impact
Longer Call Wait Time	25%	45%	16%
Longer Response Time	32%	43%	12%
Higher Call Abandonment Rates	29%	30%	25%
Lower First Call Resolution	29%	30%	22%
Lower CSAT Ratings	24%	22%	22%

Did these events shake Companies' confidence in their customer service?

37%

Yes, for some. 37% of companies are not confident or only somewhat confident in their ability to maintain service levels and prevent negative effects to service levels from additional waves of Covid-19.



WHEN WILL WE SEE A RETURN TO BUSINESS AS USUAL?



SHIFTING PRIORITIES THRU 2020

1 Shoring up Business Continuity & Disaster Recovery Plans

By the end of April 2020, one-third of the world's population was under some form of a coronavirus lockdown. Not all countries were equally prepared for the mass move to work from home with many lacking the infrastructure, equipment or connectivity needed. For example, around 50% of operations in major Philippine outsourcing hubs were disrupted by the pandemic.

With all the disruption that occurred, it's no surprise that **41% of CX leaders plan to revisit and improve their business continuity plans before year end.**

26%

Want to **IMPROVE GOVERNANCE** and risk mgmt. processes redundancy

17%

Plan to **SWITCH and/or ADD** delivery locations for redundancy

"We're offering next-gen customer support technologies such as augmented reality, AI, agent assist and chatbots because you still have to stay in the game. There is going to be a greater need for cost optimization and automation at the front end of the customer support model."

MICHAEL D. MILLS
SVP, Global Sales, CGS Contact Center Division

"CGS clients are beginning to discuss rebalancing their global footprint so they are not overly dependent on a specific geography for customer service."

2 Invest in Technology for Better Performance, Efficiency

32%

CX leaders investing in technologies for efficiencies such as chatbots, RPA and AI.

26%

Plan to invest in technologies for better at-home support options for customers including augmented reality solutions.

24%

Respondents looking toward their contact centers to find cost savings.

3 Deciding on Work From Home (WFH) strategies



18% of CX leaders say their contact centers will stay in a WFH environment while social distancing is mandated, and plan to return to office as soon as possible.

18% will extend WFH model indefinitely, even after social distancing mandate is lifted.

14% plan to have a permanent hybrid split between WFH and Work From Office.

24% of CX businesses leaders say their contact centers hold essential status and they did not move to WFH during the pandemic.

24% had implemented WFH prior to the pandemic and don't require changes.

PROVIDING RESILIENT BUSINESS OPERATIONS

Surviving the disruptions brought on by the pandemic and thriving in the new normal, require new ways of navigating innovation and competitive challenges. If you are facing customer service downtime or lower customer service levels, our BPO services can help. CGS is taking extraordinary steps to ensure the safety and health of our employees while ensuring our customers continue to receive best-in-class services to remain resilient.

Our 7,000+ support specialists are mobilized around the world, working 24x7 supporting customers in over 25 languages. Let CGS assist you with customer support, tech support and help desk services, back office and finance and accounting process.

Learn more at www.cgsinc.com/bpo



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