



From Gen Z to Baby Boomer: Creating Better Contact Center Experiences Across Generations

January 26, 2023



AGENDA

- 1 About the Survey + Why it Matters
- 2 2023 Contact Center Industry Benchmarks
- 3 Customer Expectations in 2023
- 4 What Actions Can You Do Next?

MEDALLIA TEAM



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Challenges driving contact center investment in 2023



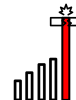
50%

Want to stay remote, **with decrease in FTEs**



30-60%

Attrition, with the **cost to replace agents \$42-63K**



0%

Call volume increase with a **68% increase in escalations**

The Trifecta of Pain

Increased Workload

High Attrition

Trouble Hiring

A disconnect exists between the service customers expect and the service they're getting

73%

of customers say **customer experience is important** in their purchasing decision.

49%

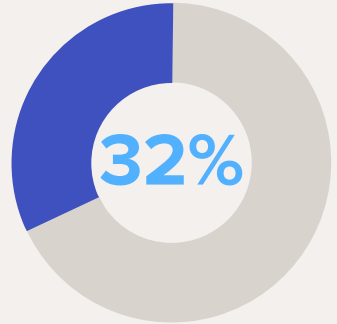
However, **only 49% say companies succeed** in delivering good customer experiences.

CX Laggards

5X

CX Leaders

CX Leaders have **5X greater revenue growth** over CX Laggards.



of customers **will walk away from a brand they love** after just one bad experience.

Source: Forrester, PwC

Contact Center Industry Benchmarks

Metric	Performance
First Contact Resolution	55%
First Call Resolution	47%
Median Handle Time	11-15 minutes
Average Abandonment Rate	5 - 8%

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What Do Customers Expect From Contact Center Experiences?



About the survey

1,047

Consumers surveyed

4

Generations represented

Research questions

- How do customers choose between support channels when encountering a product or service question/issue?
- What are customers looking for when engaging with contact center agents?
- How do customers respond to support experiences?
- How do customers prefer to engage with companies after contacting customer support?

CX Leaders Prioritize Customer Service Experiences



More likely to focus
on improving
quality of customer
support
experiences

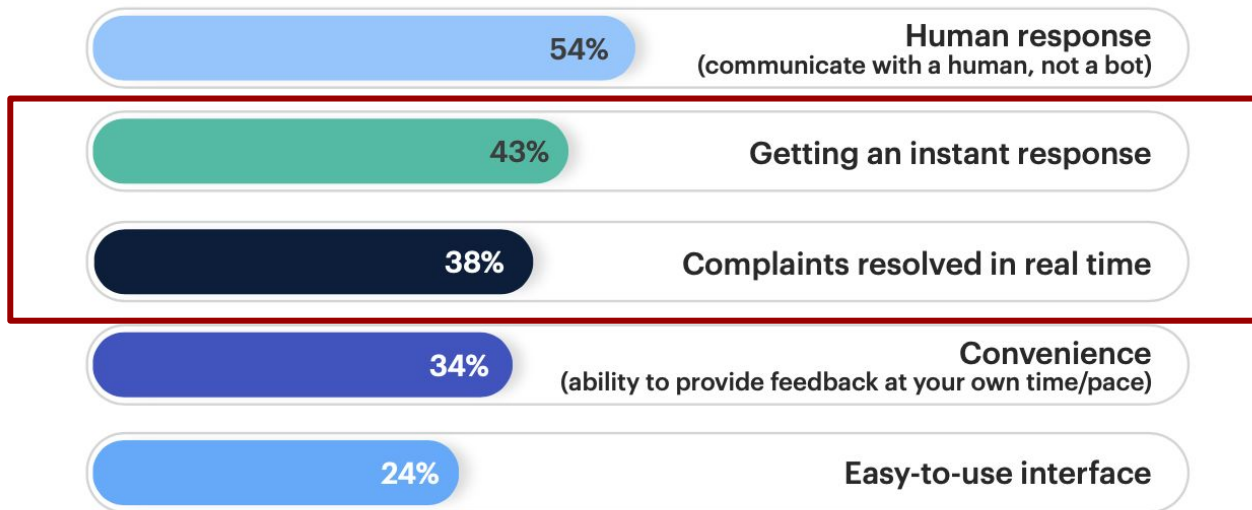


More likely to focus
on improving
consistency of
customer support
experiences



More likely to focus
on creating
frictionless
cross-channel
experiences

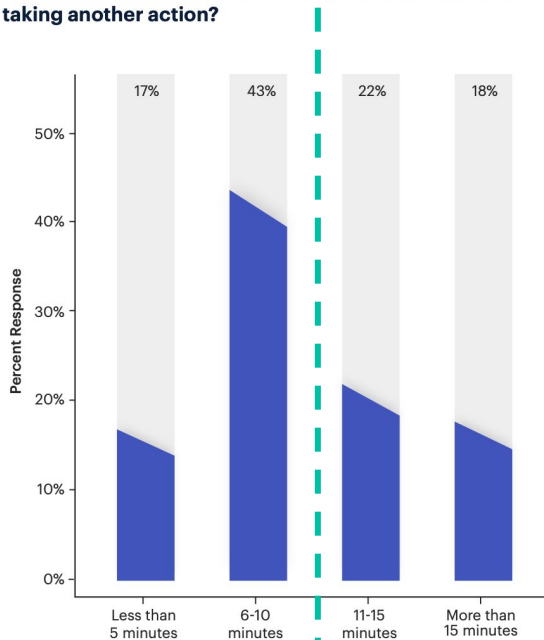
Customers Expect Instant Responses & Real-time Resolutions



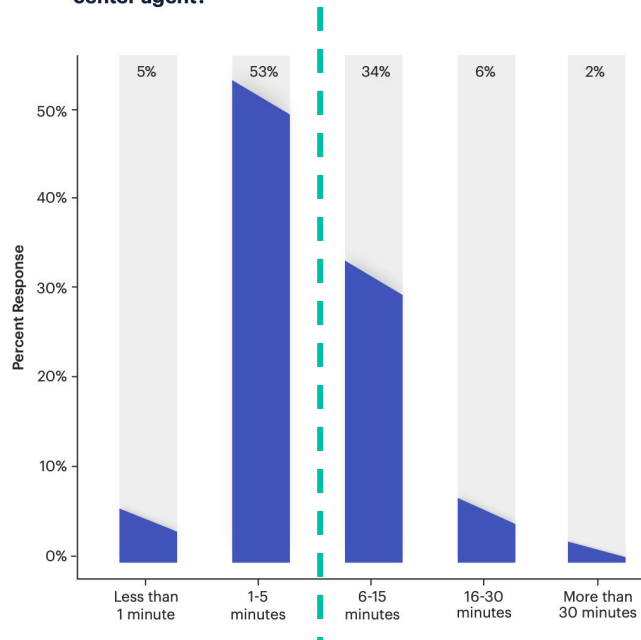
Note: Respondents were able to select up to three responses.

Most customers aren't willing to wait more than 5-10 minutes to look for information online or wait on hold

Approximately how long would you be willing to spend on a [company's website](#) to find an answer or solution before taking another action?



In your opinion, what is a reasonable length of time to [wait on hold](#) before being connected to a contact center agent?





Takeaway

Consumers expect quicker &
more convenient support
experiences

Customers want to interact with a human when issues arise

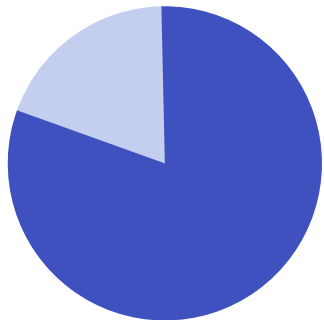
54%

consider whether they
will interact with a
human when selecting
a contact channel



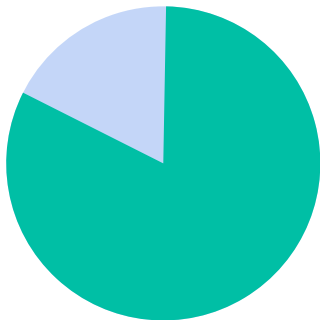
Contact center agents are expected to personalize interaction

79%



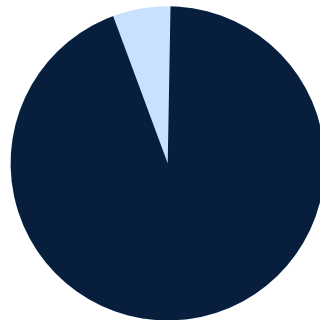
Know customer
service interaction
history

81%



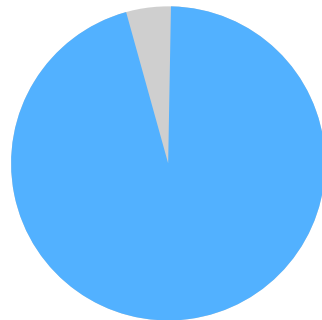
Know purchase/
transaction history

95%



Take time to
understand reason
behind contact

96%



Find solution that
meets needs

Empathy & active listening are skills that customers deem important in contact center agent interactions



% indicating that this characteristic is moderately to very important when interacting with the agent

Takeaway

While technology plays an increasingly important role, consumers still place a strong emphasis on human interaction



Poor contact center experiences impact how customers think about a brand

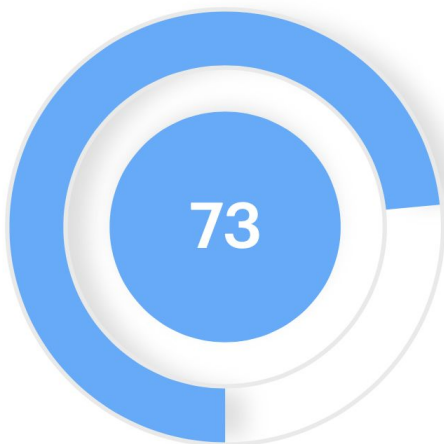
Please indicate your agreement or disagreement with the following statements. A negative customer service experience...

	% Agree & Strongly Agree
Would impact my willingness to recommend the brand the first time it happens	52%
Would impact my willingness to recommend the brand only after multiple negative experiences	62%
Would motivate me to consider products and services from other companies	66%
Can be forgiven if it happens only once	59%



Customers are motivated to provide feedback after a customer service experience

% Consumers Who Say They Want to
Share Feedback After Interacting with
Customer Service



Online reviews & emails are preferred channels



Most customers are providing mixed or positive feedback



Takeaway

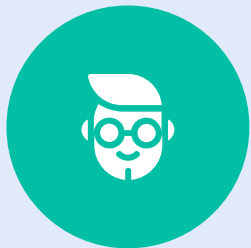
Poor support experiences hurt the brand but consumers are willing to provide feedback, giving companies an opportunity to learn

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Different Generations, Different Expectations



Consumer expectations around the contact center experience vary by generation



Gen Z

1997 or younger

Do-It-Myself



Millennials

1981-1996

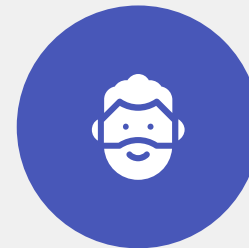
Techies



Gen X

1965-1980

Changeovers



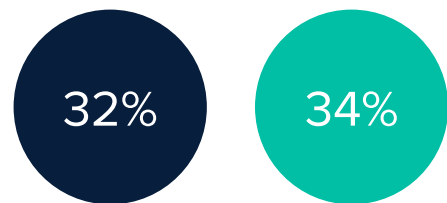
Baby Boomers

1946-1964

Determined

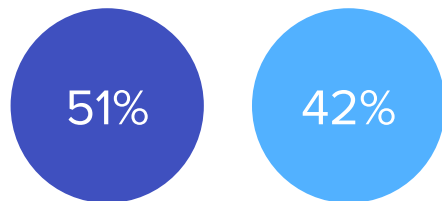
Gen Z & Millennials are less likely to call customer service & more likely to use a search engine to first solve an issue

Calling In First



Millennials

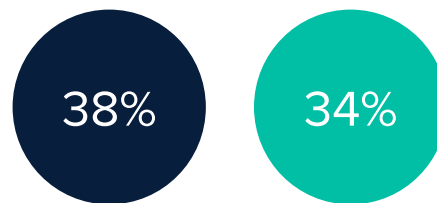
Gen Z



Baby Boomers

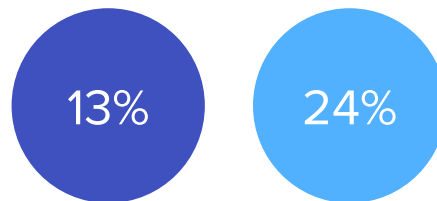
Gen X

Search Engine First



Millennials

Gen Z



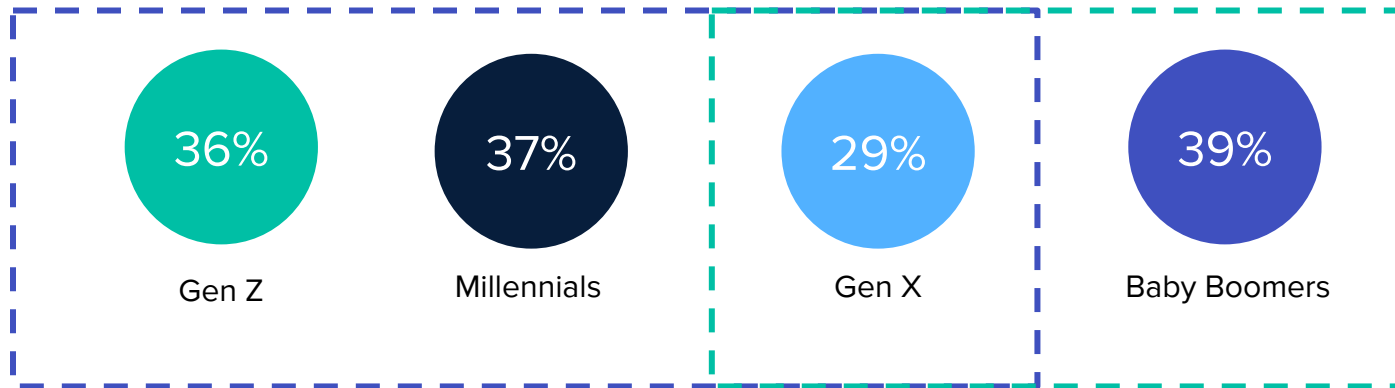
Baby Boomers

Gen X

Gen Z & Millennials prefer online & mobile channels

Prefer online or mobile chat

Prefer in-person representative



When using a chat or automated voice assistant, Gen Z is able to find a solution 50% of the time

Was your question or issue able to be resolved by interacting with the chat or automated voice assistant?

	Gen Z	Millennial	Gen X	Baby Boomer
Yes, the chatbot or automated voice assistant was able to provide an answer or solution in most or all cases	50%	43%	32%	17%
No, I generally needed to be redirected	49%	56%	67%	81%

Generally speaking, how helpful was interacting with the chatbot or automated voice assistant?

	Gen Z	Millennial	Gen X	Baby Boomer
Helpful + Very Helpful	41%	41%	34%	22%

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**Where Do We Go From
Here?**



A few Actions

Optimize Channels

Give the Millennials and Gen Zs the ability to do everything quickly, online where possible.

Human channels should be hassle free, no big IVR directories to navigate.

Reduce Solution Barriers

Optimize channels to allow customers to find an answer or a resolution quickly.

Create Experts on the Frontline

Train contact center agents on active listening.

Where appropriate, look for topics which they excel in solving, and make them an expert.



Thank You

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Revisiting current contact center performance

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