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Voice of the Consumer Report
UK 2024

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Cavell research

CX Market Evolution report 2024

Cavell's CX Market Evolution report interviewed over 40 CX vendors to understand how the market is evolving, looking at feature development, pricing, adoption and future plans. The report also contains Cavell's forecasts for CCaaS adoption across multiple international markets.

CX Enterprise Insight report 2024

This report, surveying 600 contact centre buyers, explores key topics related to the usage of contact centre solutions and customer experience provision. Respondents are asked about their plans for contact centre growth or contraction, agent churn and the importance of agent's experience.

Voice of the Consumer report 2024

Cavell has seen an increasing focus on customer service. With the CX market also undergoing rapid change, Cavell have asked consumers directly about their views on customer service in 2024.

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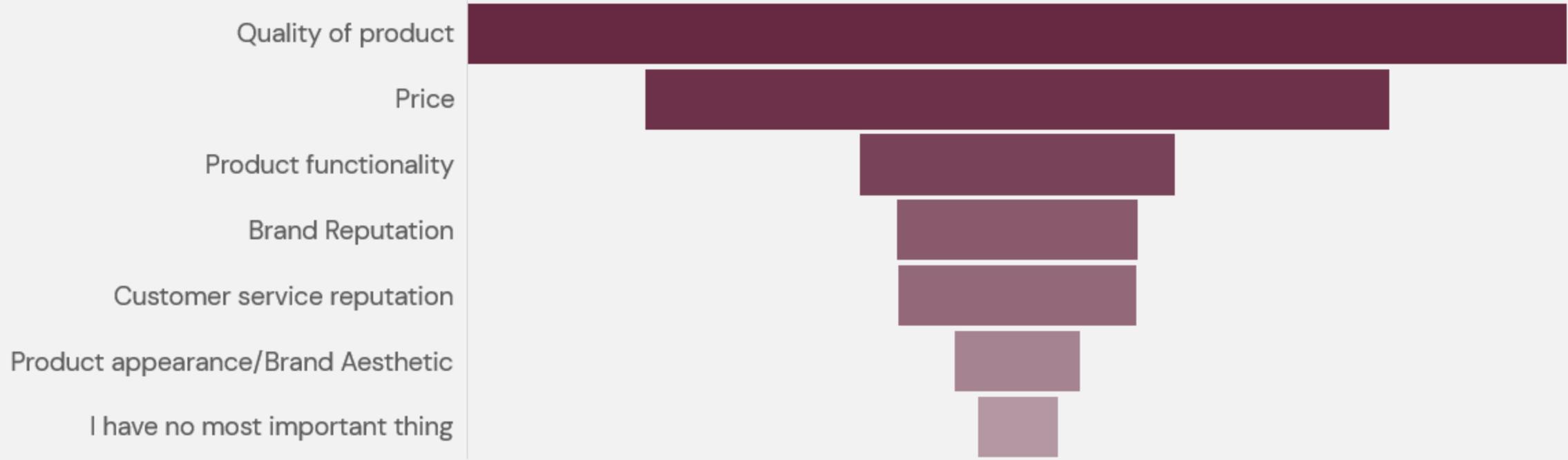
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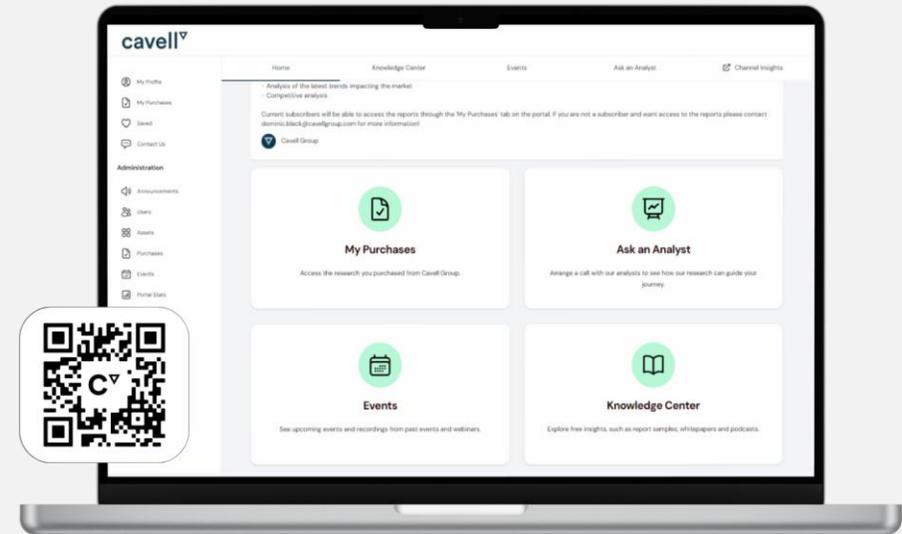
Consumer views of customer experience (CX)

# Quality of product is the most important thing for consumers

Q20. What, if anything, is the most important thing for you when choosing a service or buying a product?

▽ 8% of survey respondents ranked customer service reputation as the most important factor when choosing or buying a product or service. This might seem a very small proportion, but customer service is a tertiary aspect of nearly all transactions. It would appear obvious that both the quality of the product, or service, and the price of that should rank as most important. The product or service drives the transaction, primarily because a consumer needs to fulfill a need or desire.

▽ Often, consumers have no choice in the provider of their required product or service, for example, in monopolized or restricted markets. Therefore, it would be impossible for them to weight customer service ahead of the product or service itself.

▽ So, despite the weighting of customer service reputation, in this survey, as the fifth priority consideration for consumers, it is still an important consideration for providers or all products and services.

Less than 25% of respondents believe customer service has improved in the last 3 years

Q16. How much better or worse do you feel customer service has gotten in the last 3 years?


- Better
- Stayed the same
- I do not know
- Worse

23.55%
44.06%
28.36%
4.02%
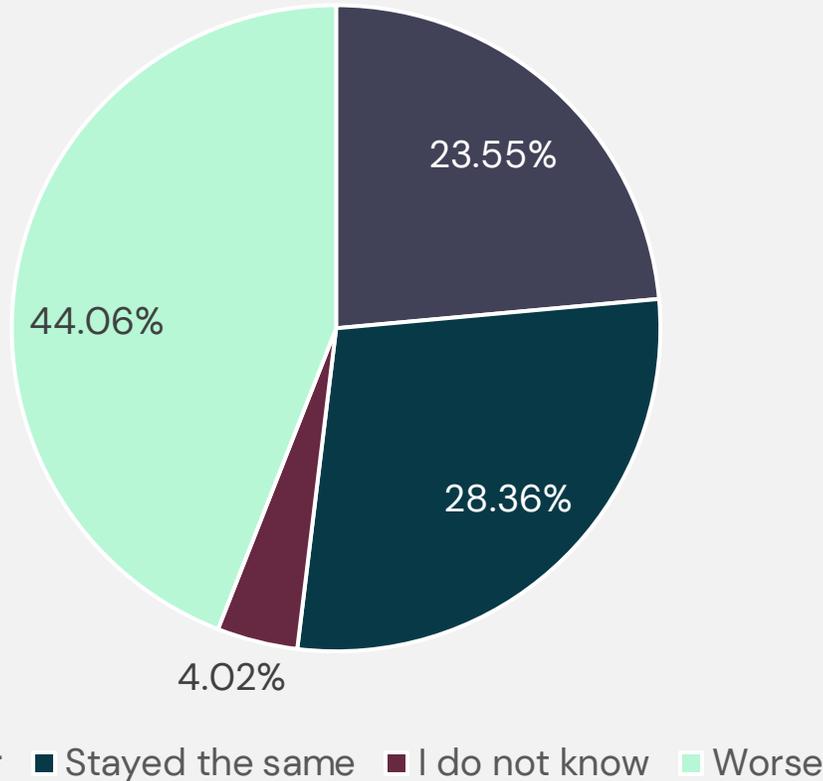
- ▽ Generally, respondents in this Cavell survey have a negative perception when it comes to the trajectory of customer service. Nearly 45% of those surveyed felt customer service is 'worse' now than it was 3 years ago – worse was a composite of those that cited 'much worse' (16%) and 'worse' (28%).

- ▽ Only around 24% of respondents said that they thought customer service was 'better', with only around 6% of respondents saying that its much better.

- ▽ When examining the age of the respondents, Cavell found that respondents within older generations were more likely to believe that customer service had deteriorated when compared to 3 years ago.

- ▽ There are many possible explanations for the widespread perception of customer services deteriorating, other than actual quantifiable deterioration. These include varying perceptions, inaccurate quantification, and increasing issue complexity.

- ▽ It is most likely that consumers are now contacting businesses looking to resolve increasingly complex issues across increasingly complex products and services. This complexity makes acceptable resolution more difficult for customer service providers to achieve. Therefore, consumers feel that they are seeing an overall deterioration.

- ▽ As well as increasing issue complexity, it is also possible that having to cater to a much wider range of communication channels has impacted customer service providers. Historically, in person, mail, and voice channels were used exclusively by providers, but are not expected by consumers to deal with and resolve issues across other channels such as social media. Transitioning to incorporate these new channels may have caused challenges for providers and this in turn lead to further consumer perception deterioration.

45% of respondents have ignored an issue with a product or service, because they would have had to interact with customer service

Q1. Have you ignored a product or service issue to avoid having to interact with a business or organisation for customer service?
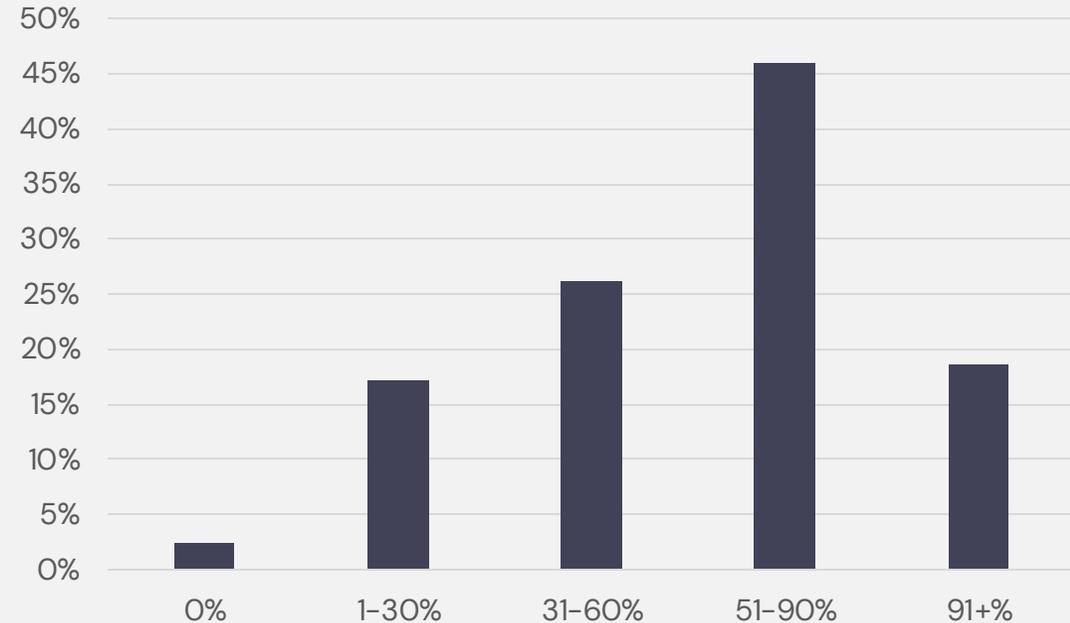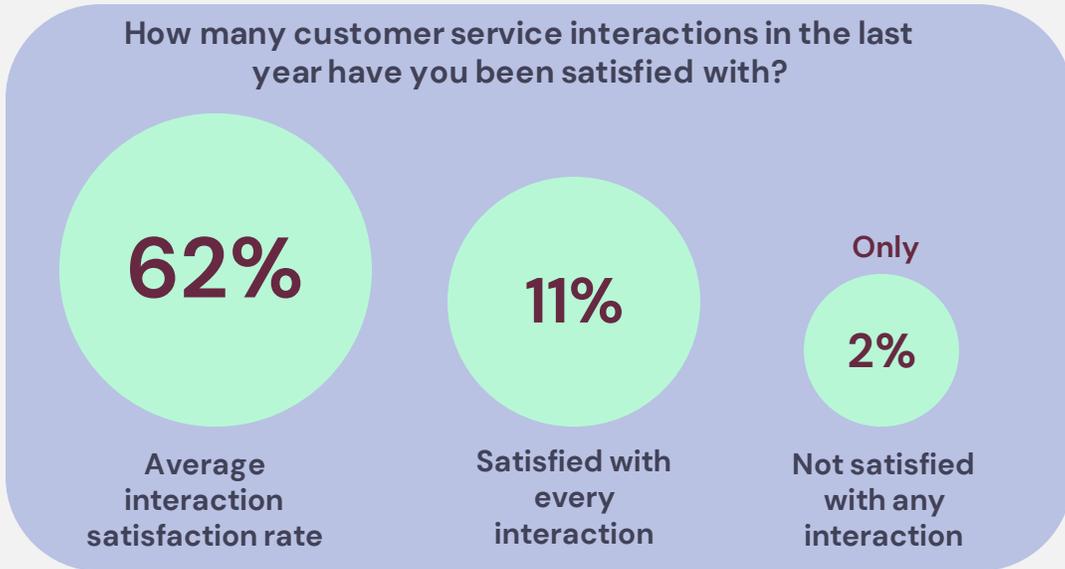
44.65%

55.35%

■ Yes ■ No
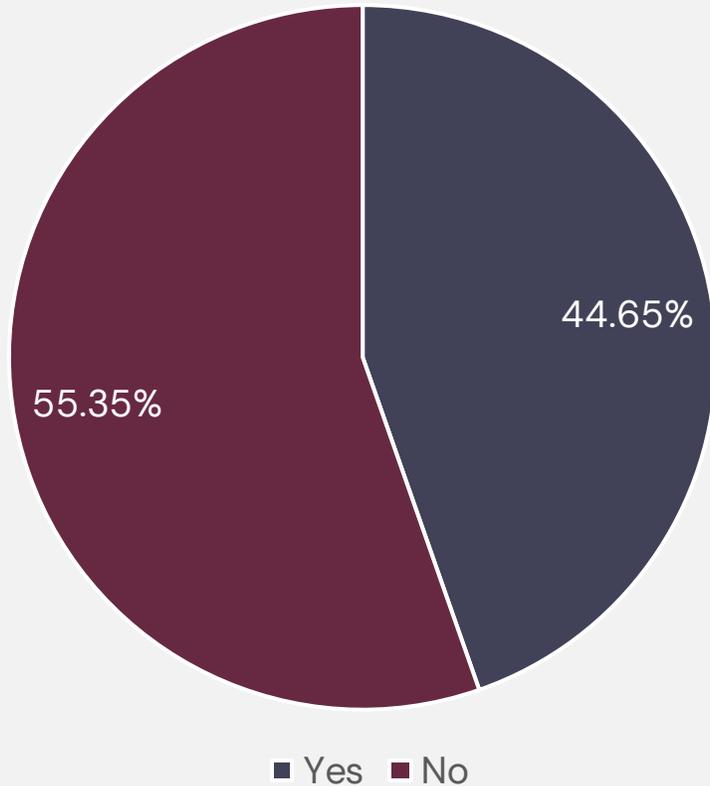
▽ Almost 45% of respondents have ignored an issue with a product or a service because they have wanted to avoid a customer service interaction. This speaks to a breakdown in trust between customers and customer service providers.

▽ The ability to receive effective support from customer service teams is being questioned by almost 45% of the respondents in this survey.

▽ There are some trends that could be influencing this number:

   ▽ Some companies are obfuscating customer service pathways, and creating deliberate friction which is pushing some customers away from trying to reach them.

   ▽ There is a question of how serious these issues are, as the survey did not assign a severity to the issue. Some respondents may be ignoring minor issues, believing it is not worth the energy to resolve them.

▽ This number asks a question to the CX industry: is it happy with customer service not being sought for more minor issues, and only the ones that customers are willing to push through to get support from? Or does the industry want to be one where customers experience a low-friction environment where any issue is easy to get support with?

64% of consumers satisfied with over half of their customer interactions in 2023

Q2. In the last year, how many of your customer service interactions were you satisfied with? (Satisfied defined as having been provided a good service, regardless of whether your desired outcome was achieved)

How many customer service interactions in the last year have you been satisfied with?

62%
Average interaction satisfaction rate

11%
Satisfied with every interaction

Only
2%
Not satisfied with any interaction

▽ Combined with the previous slide, this is an important question for analyzing how effective customer service is at dealing with consumer issues. While in the previous question the data does indicate a significant number of respondents are avoiding customer service deliberately, this question sees the majority of those that interact with customer service do have a satisfactory interaction. Also, the data does show that although there is a decreasing perception of customer service effectiveness, the majority of respondents were still satisfied with most of their own interactions.

▽ However, if you think about company metrics for successful customer service, a 64% satisfaction rate would likely be considered a failure. It is worth noting that this did change with age, with the average satisfaction rate for 16–24-year-olds being 59% compared to 70% for those aged 55+. The least satisfied bracket was the 25–34-year-olds at 56%, but in general average satisfaction increased with age.

▽ The number of times an individual had interacted with customer service in the last year also affected the average satisfaction level. Individuals who only contacted customer service once had the highest levels of average satisfaction at 73%. This number drops drastically for people with more frequent customer service interactions. For example, the average satisfaction rate of people that had to contact customer service 11–20 times was only 48%.

33%+ would pay for a 'premium' customer service add-on

Q19. If a service you currently used added a premium customer service add-on, would you pay for that?

28%
would pay cost depending

6%
would pay **no matter** the cost
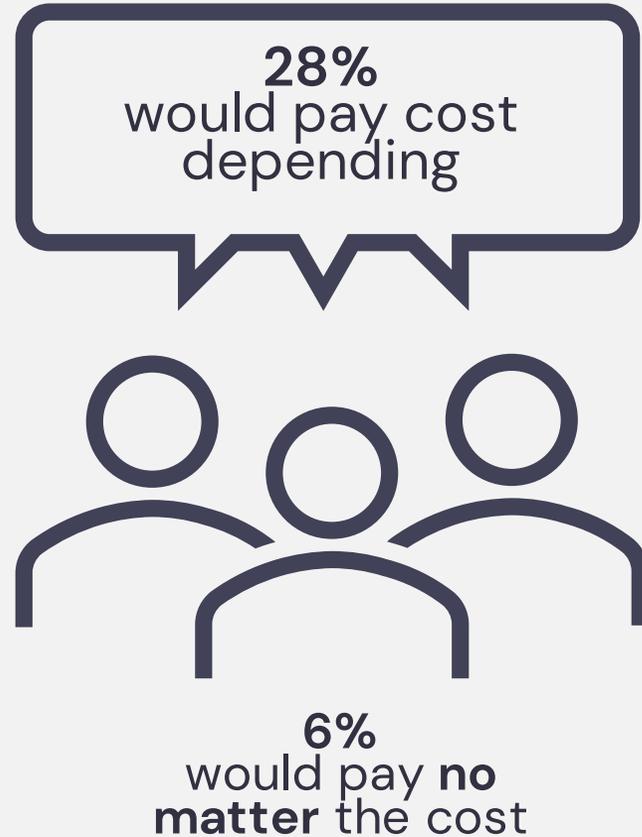
▽ Premium customer service or support options are widely available across multiple industries and verticals. It is often 'premium' service options which are included with more exclusive products as part of the standard package. Premium customer service offerings can include individual aspects such as:

- Prioritised response
- Personalised service
- Dedicated contact points

▽ Cavell found a higher-than-expected appetite for premium customer service add-ons within this survey. More than a third of respondents said they would be interested in paying for such an add-on, with around 6% saying they would pay for this no matter the cost.

▽ Obviously by removing the monetary element to this consideration, by not providing an example price, respondents have been encouraged to view this as a possible option. However, for the vast majority of those interested, this would be price dependant.

▽ This level of service add-on varies in the real-world dramatically by the type of product, service, or solution provided. For example, many customer service providers offer some of the potential benefits of premium customer service for no charge. However, in exchange, consumers are required to join members or access clubs, and share some of their personal details agreeing to be part of marketing programs.

▽ However, in industries such as the automotive space, luxury car brands offer tiered levels of subscription, which in turn provide members with varying levels of customer service. Often, product or service features and function upgrades cannot be distinguished from standalone customer service elements, with benefits being offered across all areas.

▽ It is unlikely that event respondents in this survey who were interested 'no matter' the cost would be willing-to-pay several times the initial asking price for a premium customer service add-on.

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Research Programs

Our research programs look at our industry across six key dimensions: Cloud Comms, Microsoft Teams, Customer Experience, and Cloud Networking.

Bespoke Research

We leverage our market leading proprietary research to co-create bespoke content, such as webinars and white papers, alongside industry partners to maximise audience impact.

Consulting Projects

Our consulting arm combines all the know-how from our analyst, education and engineering teams to deliver bespoke Strategy, Development & Due Diligence services.

Contact us

Contact Patrick Watson to speak about how Cavell can help you with our additional reports and service available.

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Referencing

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