

What Europeans Want from Customer Service

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Query resolution speed is the most important factor in the "ideal" customer experience, according to the 2011 Global Contact Center Consumer Preference Report from Avaya.



In fact 42% of global consumers rank query resolution speed as most important-- broken down as UK 41%, Germany 48% and France 44%.

Meanwhile around 33% of European customers want to solve their issues via mobile apps rather than the phone (36% in the UK, 34% in Germany, 30% in France).

Telephony in general is falling out of favour with around 40% of European customers-- a figure rising to 51% in Germany.

Instead 55% prefer to use email, and 38% of customers prefer using web self-service.

Not surprisingly, customers take bad service negatively-- 86% of customers warn friends and family of negative customers service experiences causing them to move their business.

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