

Consumer Buzz

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Call Centers Leave a Lot to Be Desired

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Customer satisfaction with service contact centers is at its lowest level in the nine years since CFI Group has been ranking them in its Contact Center Satisfaction Index. This year, contact centers scored 68 on a 100-point scale. That's a four-point drop from last year, driven by call centers' difficulties in successfully solving problems. According to the study, only about half (52%) of issues were resolved on the first contact, a decrease of 6% from last year. Millennials are the most dissatisfied age group because, according to CFI Group, they're used to an on-demand digital world. The simple act of having to reach out to a contact center, rather than just finding the information online themselves, is enough to leave a sour taste in their mouths. **GP**