



# Year in Review: Top Contact Center Issues & Opportunities

Call center consulting firm *Strategic Contact* surveyed contact center leaders, corporate executives, support analysts, and supervisors across diverse industries to compile a benchmarking survey of current challenges and forward-looking priorities.

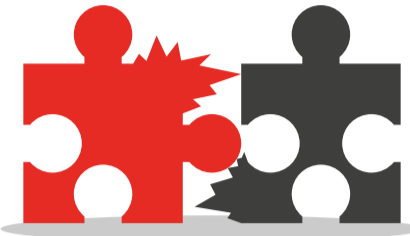
Many of the top contact center challenges should come as no surprise — the top two pain points were repeat offenders from 2016.



**#1 Agent attrition**  
cited by **21%**  
of participants

2016

**#2 Poor cross-departmental collaboration**



cited by **16%**  
of participants



**17% fewer**  
respondents  
reported a  
demand for  
new hires

2017

**Compared to 2016:**

Overall, the need to hire additional staff has declined and the nature of call center work has become more flexible.



**33% more**  
are employing home agents,  
giving staff the freedom to  
work remotely

Looking at current challenges from the past year, we see many opportunities to improve the customer experience.

### EXISTING CHALLENGE

Customers increasingly demand **more** diverse methods of contact.



### FUTURE OPPORTUNITIES

**16%** of respondents are adding new media to customer support tools — up from **5%** last year.

## What future opportunities should you be prioritizing?

Companies across industries recognize that their people are their biggest asset.

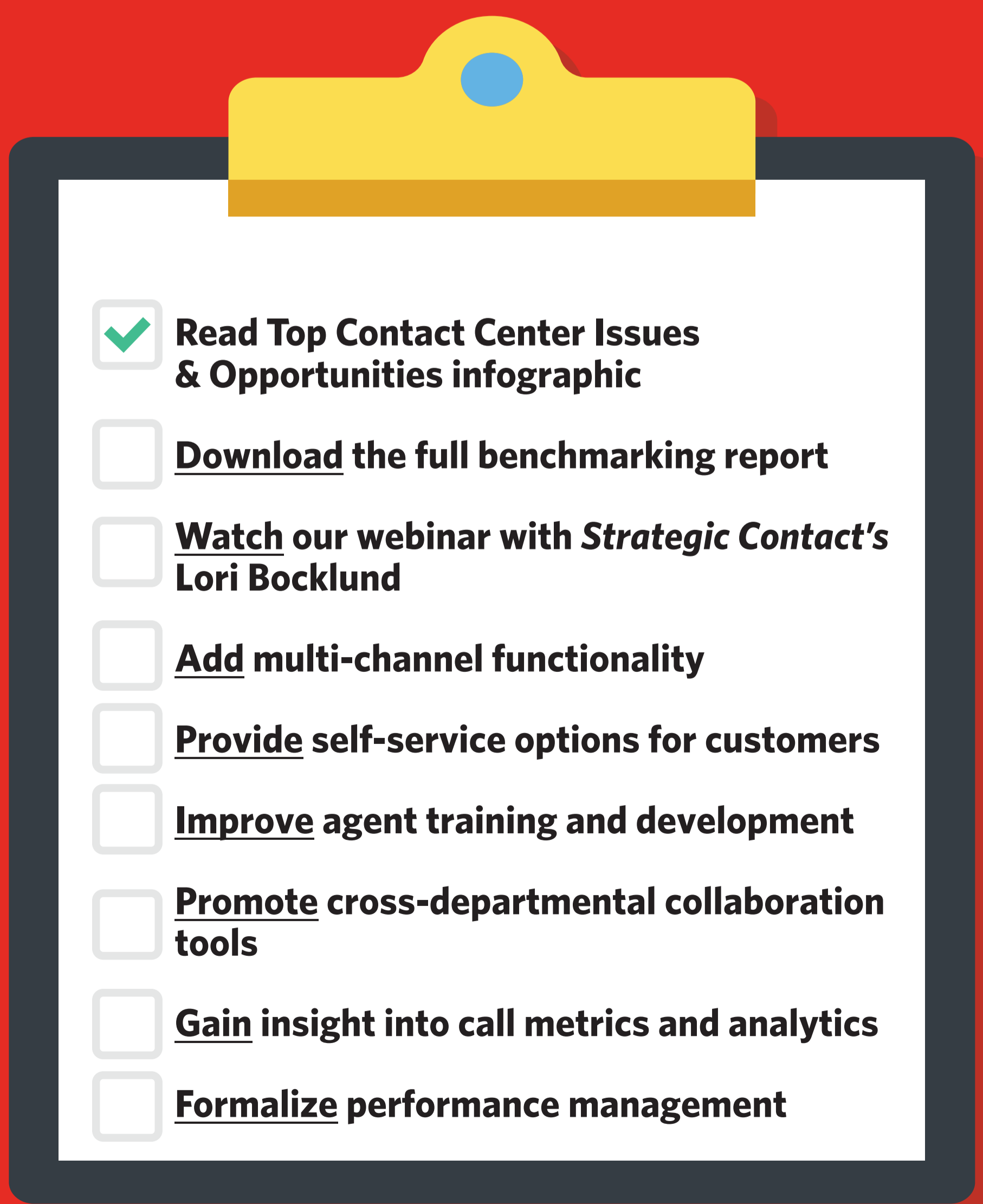
**2 of the top 3 top priorities** were directly related to staff development:

- **Coaching and development**
- **Improving performance management tools**

In addition, **improving self-service options for customers and increased agent coaching and development** tied for the top priorities.



**Are these challenges and priorities in line with your business?**  
This checklist will help you evaluate where to begin your contact center transformation.



- Read Top Contact Center Issues & Opportunities infographic**
- Download the full benchmarking report**
- Watch our webinar with Strategic Contact's Lori Bocklund**
- Add multi-channel functionality**
- Provide self-service options for customers**
- Improve agent training and development**
- Promote cross-departmental collaboration tools**
- Gain insight into call metrics and analytics**
- Formalize performance management**



8x8 understands that the contact center landscape is evolving. That's why we've developed a solution to optimize agent productivity, facilitate collaboration across teams, and boost customer satisfaction by providing the channel of their choice. Want to learn more? **Visit 8x8.com today.**