2020 Customer Experience (CX) Transformation Benchmark

Survey of Global Businesses

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Overview & Methodology

The NICE inContact Customer Experience (CX) Transformation Benchmark is fielded in the US, Canada, UK, Australia with two surveys, one among consumers and one among contact center decision makers.

This report includes:

- Global and region-specific findings from the 2020 business wave of the research
- Trends for 2020 vs 2019
- Channels that businesses offer along with their own assessment of the quality of the service they provide, across both agent-assisted and self-service channels

Methodology:

- 2020 business wave of contact center decision makers was fielded April 2020. Trends reported are based on 2019 business wave that was fielded November to December 2018.
- Screening criteria included contact center decision-makers in companies with at least 50 employees and at least 25 contact center agent stations
- Total completed surveys: 1,006
  - United States: 302 completed surveys
  - Canada: 103 completed surveys
  - United Kingdom: 301 completed surveys
  - Australia: 300 completed surveys

Summary of Findings

Channels Trends: Usage and Performance

While agent-assisted interactions continue to dominate, there was a significant **decline** among businesses who prefer agent-assisted channels

61% — Today, 61% of interactions are agent-assisted vs 39% self-service with no change since 2019.

▼ 57% — Only 57% of businesses indicated an agent-assisted channel as #1 most preferred—down from 72% in 2019. Preference for self-service channels increased by 15 points from 43% vs 28% in 2019.

Overall channel performance had mixed results across four common measures in 2020.

- While businesses estimate **satisfaction** to be up significantly in 2020, **first contact resolution** is down across all channels.
- **Net Promoter Score (NPS)** is improved in 2020.
- All channels are rated about the same for **ease of use** with no significant change year over year.

Plans to Invest in 2020-2021

Investment plans to improve CX are up in four key areas in 2020.

- ▲ 58% Website
- ▲ 43% Channels (chat, text, etc)
- ▲ 42% Contact center technology
- ▲ 35% Improve seamless communication

Since 2019, businesses are more likely to plan investments in nearly all methods of customer service communication.

- Top agent-assisted channels for investments include email, chat, phone
- Top self-service channels include website, mobile app, chatbot

Investing in Artificial Intelligence (AI)

Over half, 52% of businesses say they will invest in artificial Intelligence (AI) or automation technologies to improve customer service using predictive forecasting, scheduling, predictive routing, etc. Other applications for AI for investment include:

52%

Customer-facing AI for self-service (chatbots, voice bots, etc) (40%)

Identifying real-time customer sentiment (39%)

Agent-facing AI for better efficiency (38%)

Summary of Findings

Digital Omnichannel Customer Experience

For seamless omnichannel experiences, businesses report a slight improvement in 2020, and they are investing more to improve in this area.

▲ 27% Slightly more businesses give themselves an excellent rating in 2020, 27% up from 24%.

▲ 35% A significantly higher percentage of businesses (35%) plan to add new services to allow channels to work together seamlessly (up from 25% in 2019).

Artificial Intelligence

Artificial Intelligence for customer-facing channels has significantly increased in 2020.

▲ 66% 66% of businesses report using at least one AI channel (up from 50% in 2019).

In 2020 significantly more businesses agree that chatbots and virtual assistants make it easier for customers.

▲ 71% 71% in 2020, up from 63% in 2019

However, businesses also believe that chatbots and virtual assistants need to get smarter before consumers are willing to used them regularly.

▲ 90% 90% in 2020, up from 89%

Social Media

Social media in both public channels and private messaging apps has significantly increased in 2020.

▲ 72% 72% of businesses report using social media for customer service (up from 59% in 2019).

The top 5 private social messaging apps are Facebook messenger, WhatsApp, Instagram, Twitter Messenger and WeChat.

Impact of Covid-19 on Contact Centers

During the 2020 global pandemic, contact centers universally experienced major disruptions: first, to move agents home very quickly, and next, to handle a surge in interaction volume. Those who already used cloud contact center technology had an advantage.

Interaction Volume Surges

92% 92% of contact centers reported increased volume of interactions of all types.

62% 62% reported increase in digital interactions. Phone and self-service interactions also increased (57% and 46% of contact centers respectively).

Shift to Work from Home

70% 70% of contact centers expect they will continue to have agents work from home after the outbreak.

Those who already have their technology on the cloud are more likely to expect to keep agents at home.

Business to consumer organizations are most likely to believe agents will continue working from home.

Fast Tracking to the Cloud

66% 66% of contact centers who are not using cloud today are planning to accelerate their move to the cloud as a result of the pandemic.

Channel Descriptions

Channel	
Phone	Customers can call to speak to a live representative
Email	Customers can email the company
Website	Customers can visit the company website
Online chat	Customers can chat online with a live representative
Public Social Media	Customers can post a question or comment on public social media (such as Facebook page wall comments, Twitter posts, etc.)
IVR	Customers can use an automated phone menu for the entire call (IVR)
Mobile app	Customers can use the company's mobile app
Text	Customers can text message on their mobile device
Automated assistant / chatbot	Customers can use a chatbot / automated assistant online or on their mobile phone
Private Social Messaging App	Customers can start a conversation by posting a question or comment using a private social messaging app (such as messaging over WhatsApp, Facebook Messenger, WeChat, etc.)
Conversational AI IVR	Customers can speak to an artificial intelligence / automated voice assistant (conversational IVR or voice bot)
Video chat	Customers can video chat with a live representative
Home electronic assistant	Customers can use a home electronic 'virtual assistant' device (for example, Amazon Alexa, Echo or Google Home)

Agent-assisted in blue, Self-service in pink

Channel Usage and Performance: 2020 Global Findings

Channel	% Usage	% Satisfaction (9/10)	% Preference (top 3 rank)	Net Promoter Score® (NPS®)	First Contact Resolution (FCR)
Phone	87%	46%	49%	37	45%
Email	84%	45%	40%	31	35%
Website	85%	47%	39%	37	28%
Online chat	73%	48%	36%	38	33%
Public Social Media	62%	36%	14%	21	25%
IVR	58%	41%	16%	21	25%
Mobile app	56%	48%	18%	44	28%
Text	49%	40%	13%	29	23%
Automated assistant / chatbot	46%	43%	17%	34	23%
Private Social Messaging App	49%	43%	15%	34	24%
Conversational AI IVR	43%	41%	16%	29	22%
Video chat	26%	53%	18%	41	30%
Home electronic assistant	22%	46%	10%	43	21%

Agent-assisted in blue, Self-service in pink

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Channel Usage and Performance: Global Trends

Channel	% Usage		% Satisfaction (9/10)		% Preference (Top 3 rank)		Net Promoter Score® (NPS®)		First Contact Resolution (FCR)	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
Phone	88%	87%	36%	46%	60%	49%	24	37	50%	45%
Email	82%	84%	35%	45%	43%	40%	19	31	35%	35%
Website	83%	85%	37%	47%	45%	39%	21	37	32%	28%
Online chat	67%	73%	41%	48%	42%	36%	25	38	37%	33%
Public Social Media*	59%	62%	31%	36%	16%	14%	17	21	29%	25%
IVR	49%	58%	33%	41%	16%	16%	16	21	26%	25%
Mobile app	48%	56%	40%	48%	20%	18%	28	44	31%	28%
Text	38%	49%	33%	40%	14%	13%	25	29	26%	23%
Automated assistant / chatbot	46%	46%	37%	43%	14%	17%	25	34	25%	23%
Private Social Messaging App	N/A	49%	N/A	43%	N/A	15%	N/A	34	N/A	24%
Conversational AI IVR	N/A	43%	N/A	41%	N/A	16%	N/A	29	N/A	22%
Video chat	25%	26%	45%	53%	20%	18%	32	41	31%	30%
Home electronic assistant	20%	22%	46%	46%	10%	10%	30	43	25%	21%

*2019 survey asked about social media use in general; 2020 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in pink. Box around number indicates it statistically significantly higher or lower from previous year.

Channel Usage and Performance: Trends by Channel Types

Channel	% Usage		% Satisfaction (9/10)		% Preference (Top 3 rank)		Net Promoter Score® (NPS®)		First Contact Resolution (FCR)	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
Agent-Assisted	62%	61%	32%	$\boxed{44\%}$	$\boxed{72\%}$	57%	23	33	33%	30%
Self-service	38%	39%	35%	$\boxed{44\%}$	28%	$\boxed{43\%}$	23	34	28%	25%
Digital channels*	99%	100%	38%	$\boxed{45\%}$	64%	64%	23	34	30%	24%
Traditional channels**	90%	$\boxed{91\%}$	36%	$\boxed{45\%}$	36%	31%	21	30	38%	$\boxed{35\%}$
Automated / Artificial Intelligence (AI)***	50%	$\boxed{66\%}$	42%	44%	6%	$\boxed{12\%}$	27	34	25%	22%
Social media (public / private)	59%	$\boxed{72\%}$	36%	41%	4%	$\boxed{9\%}$	17	27	29%	24%

Agent-assisted in blue, Self-service in pink. Box around number indicates it statistically significantly higher or lower from previous year.
*Digital channels include email, website, chat, social media, mobile app, text, automated assistant/chatbot
**Traditional channels include phone, IVR
*** Automated / AI includes automated assistant/chatbot, conversational AI IVR, home electronic assistant

Key Findings and Analysis

Agent-Assisted Channel Trends

While agent-assisted interactions continue to dominate communication, there was a significant decline among businesses who prefer agent-assisted channels.

- Today, 61% of interactions are agent-assisted vs 39% self-service with no change since 2019.
- B2B organizations are more likely to rely on agent-assisted channels.**
- Only 57% of respondents indicated an agent-assisted channel as their #1 most preferred—down from 72% in 2019.***

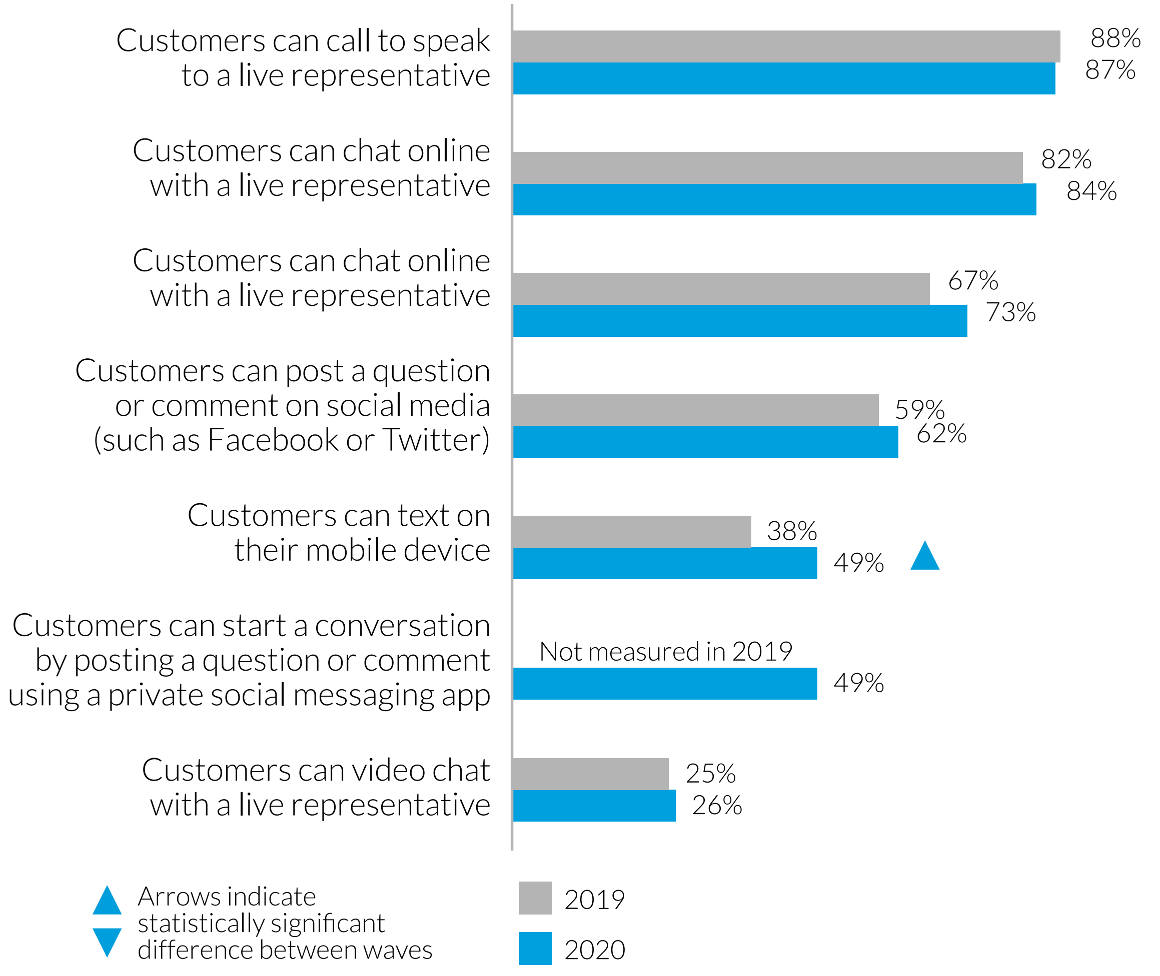
The most significant increases in 2020 are chat and text messaging.**

- Chat 73% in 2020 vs 67% in 2019
- Text messaging 49% in 2020 vs 38% in 2019

81% of organizations say their agents can handle 1-4 digital interactions concurrently.

- Those with 5000+ employees are most likely to be able to handle 7+ (10%).

Agent-Assisted Ways of Communicating with Customers**



* CC2. Thinking about all the service experiences customers have with your company, what proportion of those experiences fall into each of two main categories: 'Agent-Assisted' and 'Self-Service?'

** CC1A. In which 'Agent-assisted' ways does your company communicate or interact with customers? Please select all that apply.

*** CP1. Please rank the top three ways that your company would prefer to interact with a customer during a service experience from the list below.

Self-Service Channel Trends

Businesses expressed a significantly increased preference* for offering self-service vs. agent-assisted channels in 2020. 43% of businesses selected a self-service channel as their #1 choice (up from 28% in 2019).

The most significant increases in 2020 are IVR and mobile app for self-service.

- IVR 58% in 2020 vs 49% in 2019
- Mobile app 56% in 2020 vs 48% in 2019

About the same number of businesses are offering either chatbots (46%) or conversational IVR (43%).

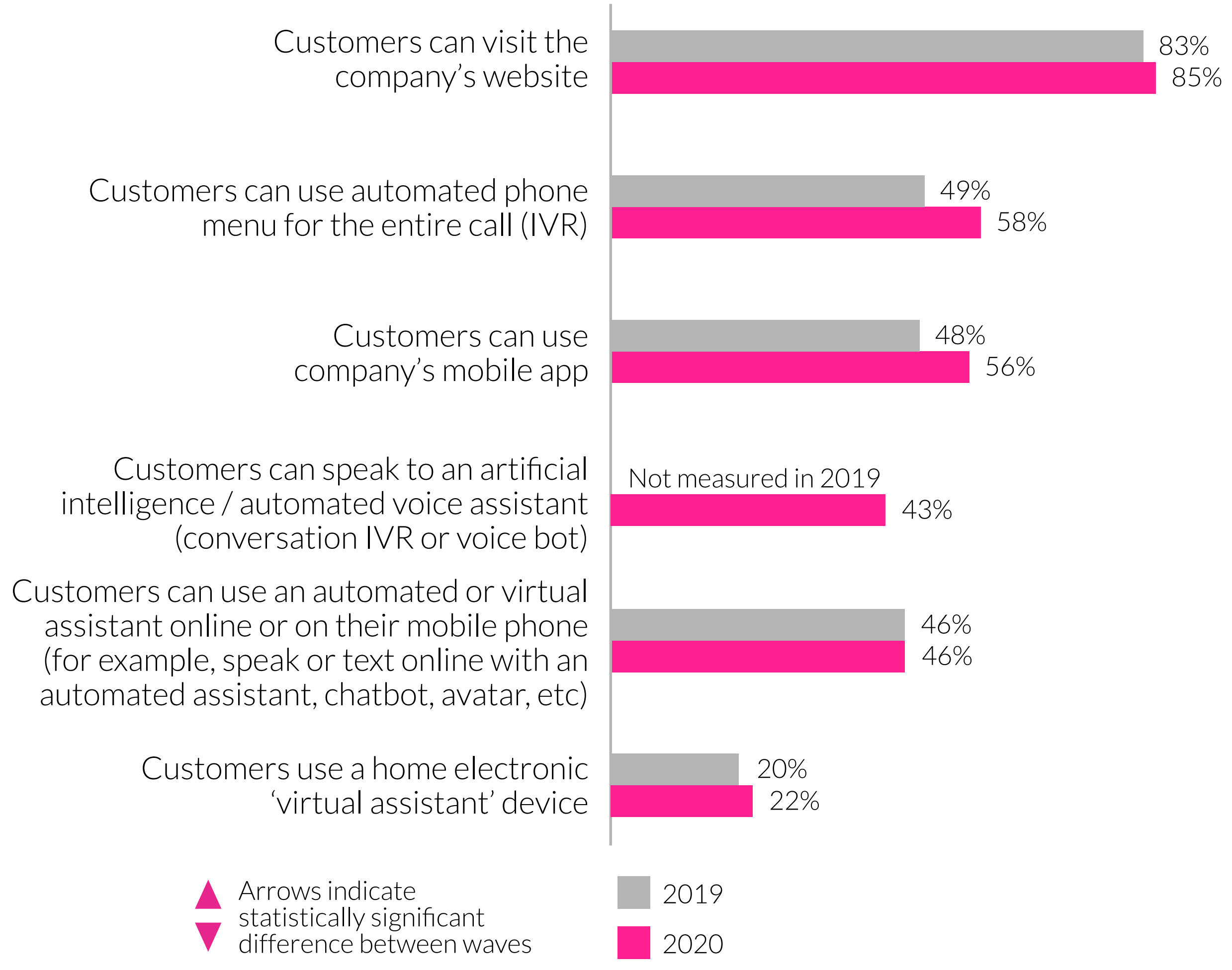
- Respondents estimate that about one in five customers get transferred from conversational IVR (19%) and chatbots (24%).***

* CP1. Please rank the top three ways that your company would prefer to interact with a customer during a service experience from the list below.

** CC1A. In which 'Self-service' ways does your company communicate or interact with customers? Please select all that apply.

*** CH8.3. Now thinking specifically of the times when your customers interact with your company using [conversational IVR or a voice bot/chat bot or automated assistant], what percentage of the time is the interaction transferred or escalated to a customer service agent?

Self-Service Methods** of Communicating with Customers



Channel Performance Trends

Overall channel performance across four common measures had mixed results in 2020 including satisfaction, first contact resolution (FCR), Net Promoter Score (NPS) and ease of use.

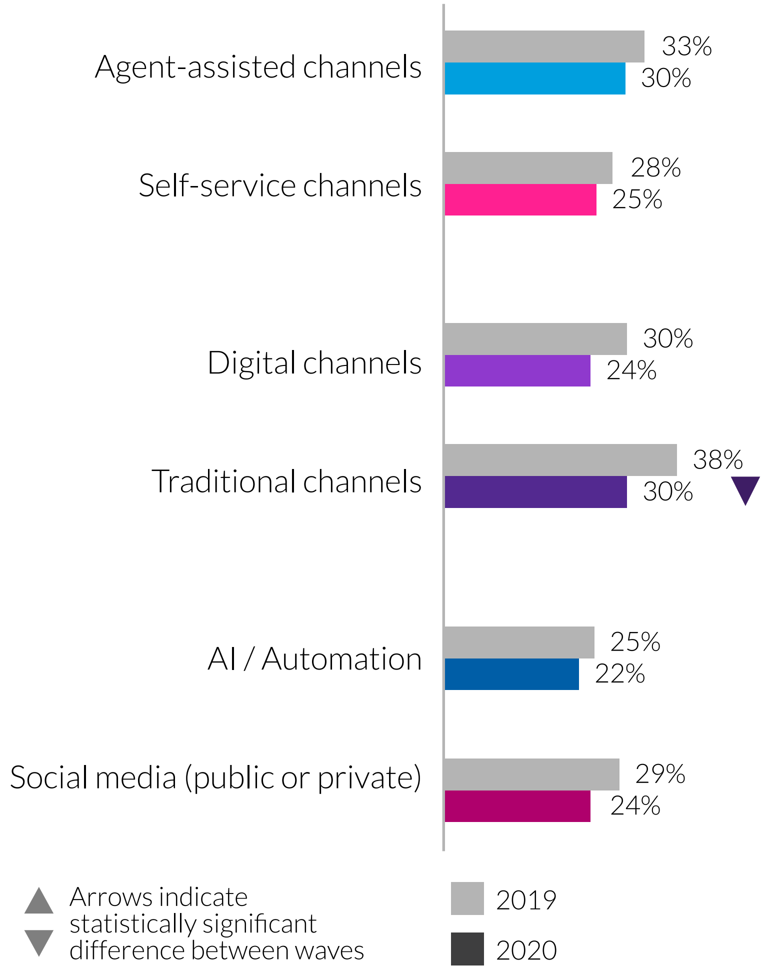
- While businesses estimate satisfaction to be up significantly in 2020, first contact resolution is down across all channels and with a significant decline in traditional channels driven by a major drop in FCR in phone.

Satisfaction and FCR Trends 2020 vs 2019

% Satisfaction (9/10) Up in 2020	First Contact Resolution (FCR) Down in 2020
Agent-assisted 44% up from 32%	Agent-assisted 30% down from 33%
Self-service 44% up from 35%	Self-service 25% down from 28%

- Net Promoter Score (NPS) is improved in 2020. NPS is a net measure of those highly likely to recommend (promoters) and those least likely to recommend (detractors).
    - Agent-assisted 33 up from 23
    - Self-service 34 up from 23
- All channels are rated about the same for ease of use (extremely easy 9/10) with agent-assisted at 46% and self-service at 44%. There is no significant change year over year.

First Contact Resolution: Average Percentage of the Time by Type of Channel



Digital Omnichannel Experience

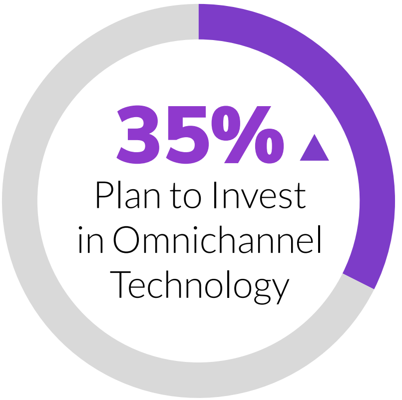
Both businesses and consumers agree (94% / 93% respectively) that companies should provide a seamless experience for customers when moving from one communication method to another such as from phone to text or chat to phone, to resolve their situation.

While the expectation hasn't changed year over year, businesses are seeing a slight improvement in their seamless switching performance.

- Slightly more businesses give themselves an excellent rating in 2020, 27% up from 24%
- Fewer businesses say they are doing poorly at 22% vs 28% last year.

And more businesses are investing to improve their technology.

- A significantly higher percentage of businesses (35%) plan to add new services to allow channels to work together seamlessly (up from 25% in 2019).



Artificial Intelligence for Customer Service

Artificial Intelligence for customer-facing service has significantly increased in 2020. 66% of businesses report using at least one AI channel (up from 50% in 2019).

66% ▲
Using at least one AI-powered channel

- Automated assistant / chatbot 46%
- Conversational AI IVR 43%
- Home electronic assistant 22%

Performance of AI channels overall compare almost exactly to performance of self-service channels overall.

AI Channels for Customer Service (combined)

44% Satisfaction (9/10)
34 Net Promoter Score
22% First Contact Resolution

Automated assistant / chatbot

43% Satisfaction (9/10)
34 Net Promoter Score
23% First Contact Resolution

Conversational AI IVR

16% Satisfaction (9/10)
29 Net Promoter Score
22% First Contact Resolution

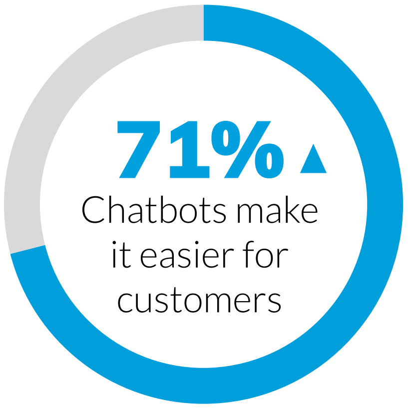
Home electronic assistant

22% Satisfaction (9/10)
43 Net Promoter Score
21% First Contact Resolution

Artificial Intelligence: Perceptions

In 2020, significantly more businesses agree that chatbots and virtual assistants make it easier for customers.

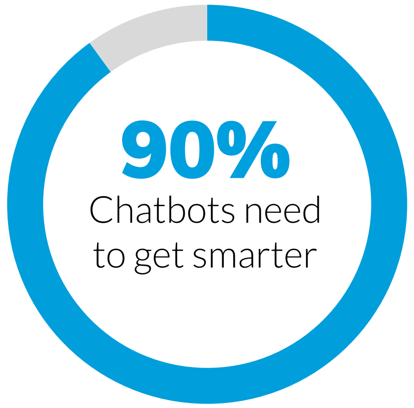
- 71% in 2020, up from 63% in 2019



% of businesses who completely or somewhat agree that "Chatbots and virtual assistants make it easier for customers to get their issues resolved."

However, businesses also believe that chatbots and virtual assistants need to get smarter before consumers are willing to use them regularly.

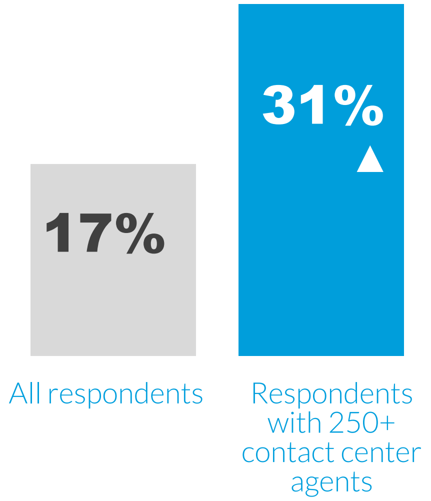
- 90% in 2020, up from 89%



% of businesses who completely or somewhat agree that "Chatbots and virtual assistants need to get smarter before consumers are willing to use them regularly."

Larger contact centers report higher degrees of customer trust in AI than businesses overall.

- 17% of all respondents report high trust compared to 31% of larger contact centers



% of businesses who agree that consumers feel trust very strongly "when thinking about using AI like chatbots, conversational IVR or home electronic assistants for customer service."

Social Media for Customer Service

Social media in both public social channels or private messaging apps has significantly increased in 2020. 72% of businesses report using social media for customer service (up from 59% in 2019).

- Public social media channels used by 62% of businesses
- Private social messaging apps used by 49% of businesses

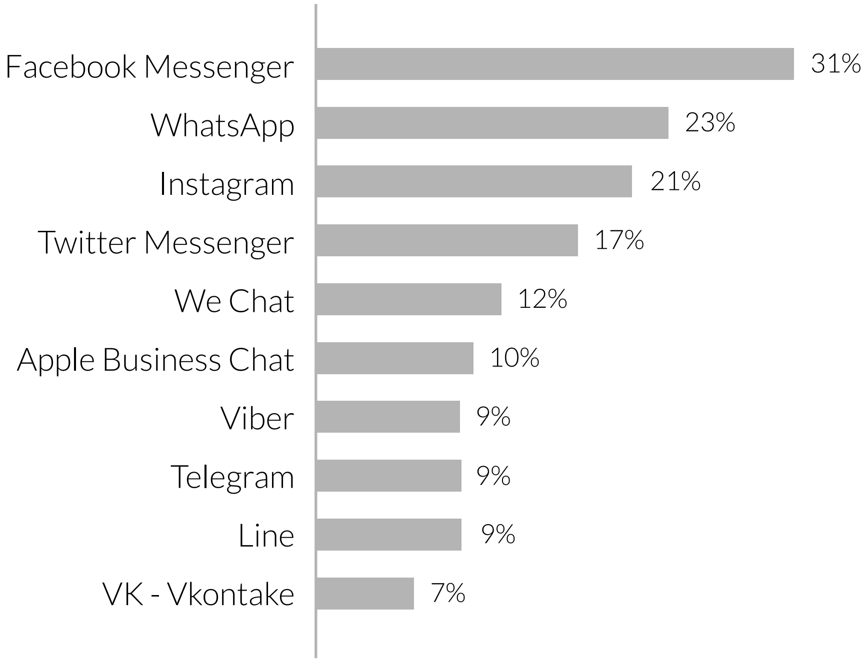
Private social messaging apps generally perform better than public social media and are viewed as easier to use.

Public social media

Private social messaging apps

Businesses estimate that the top 5 private social messaging apps are Facebook messenger, WhatsApp, Instagram, Twitter Messenger and WeChat. This ranking doesn't vary significantly between countries in the study.

Estimated Private Social Messaging App Usage For Customer Service



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Investment Trends: 2020 vs 2019

Investment plans to improve CX are up in four key areas in 2020.

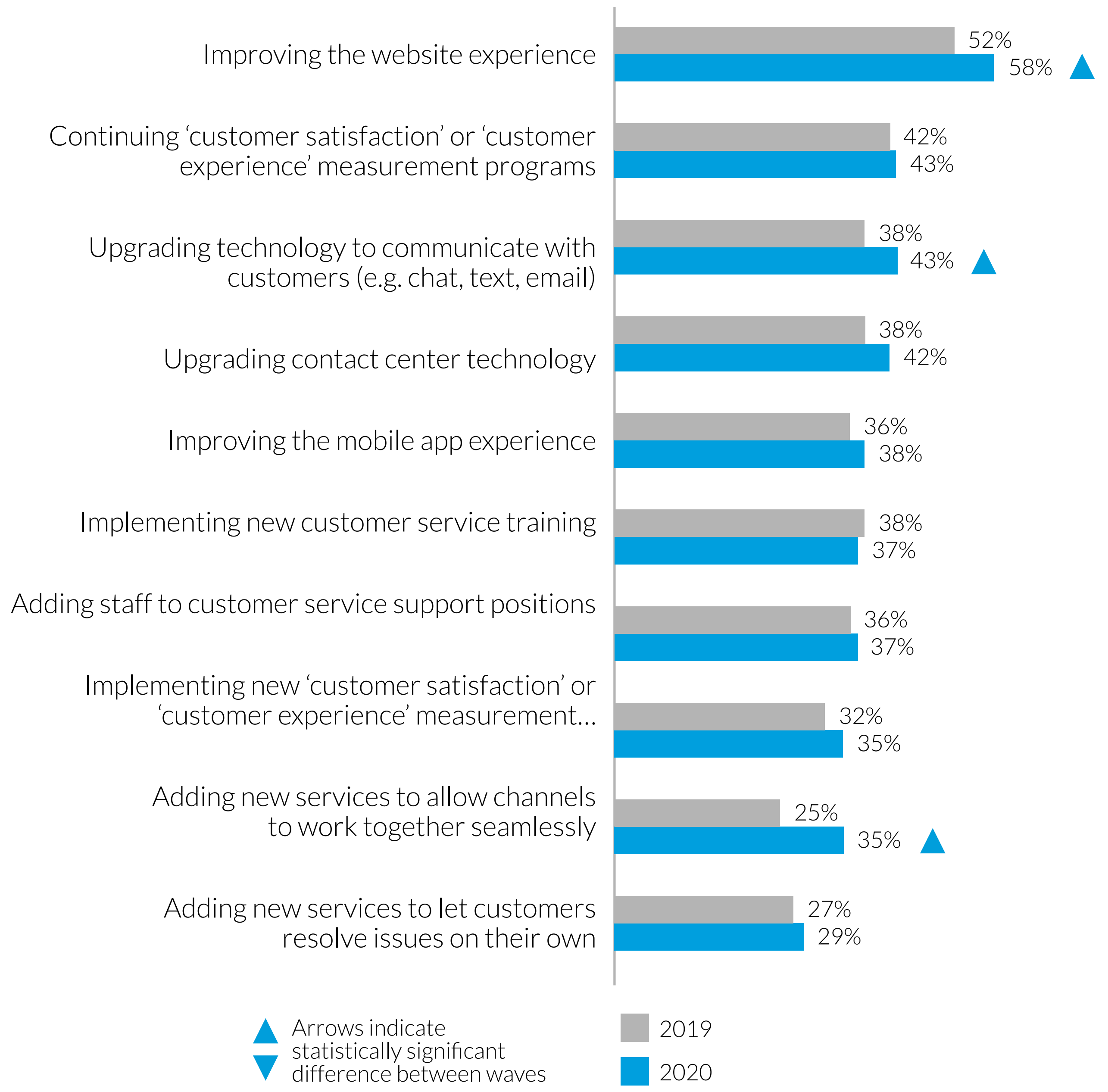
- 42% of businesses anticipate upgrading their contact center technology (up from 38%)
- 43% plan to upgrade technology to communicate with customers (e.g. chat, text, email) (up from 38%)
- 35% plan to add new services to allow channels to work together seamlessly (up from 25%)
- 58% plan to improve the website experience (up from 52%)

In 2020 vs 2019, businesses are more likely to plan to invest in nearly all methods of customer service communication.

% of Businesses Investing

Top 3 Agent-assisted channels	Top 3 Self-service channels
Email 43% Chat 42% Phone 42%	Website 48% Mobile app 39% Chatbot 32%

Investments in the Coming Year

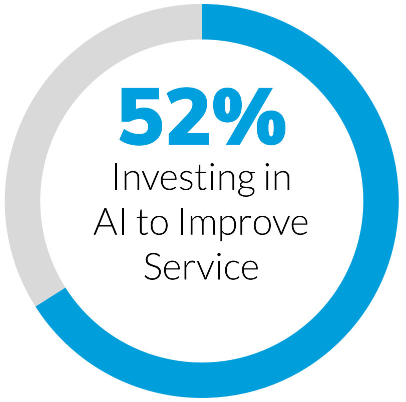


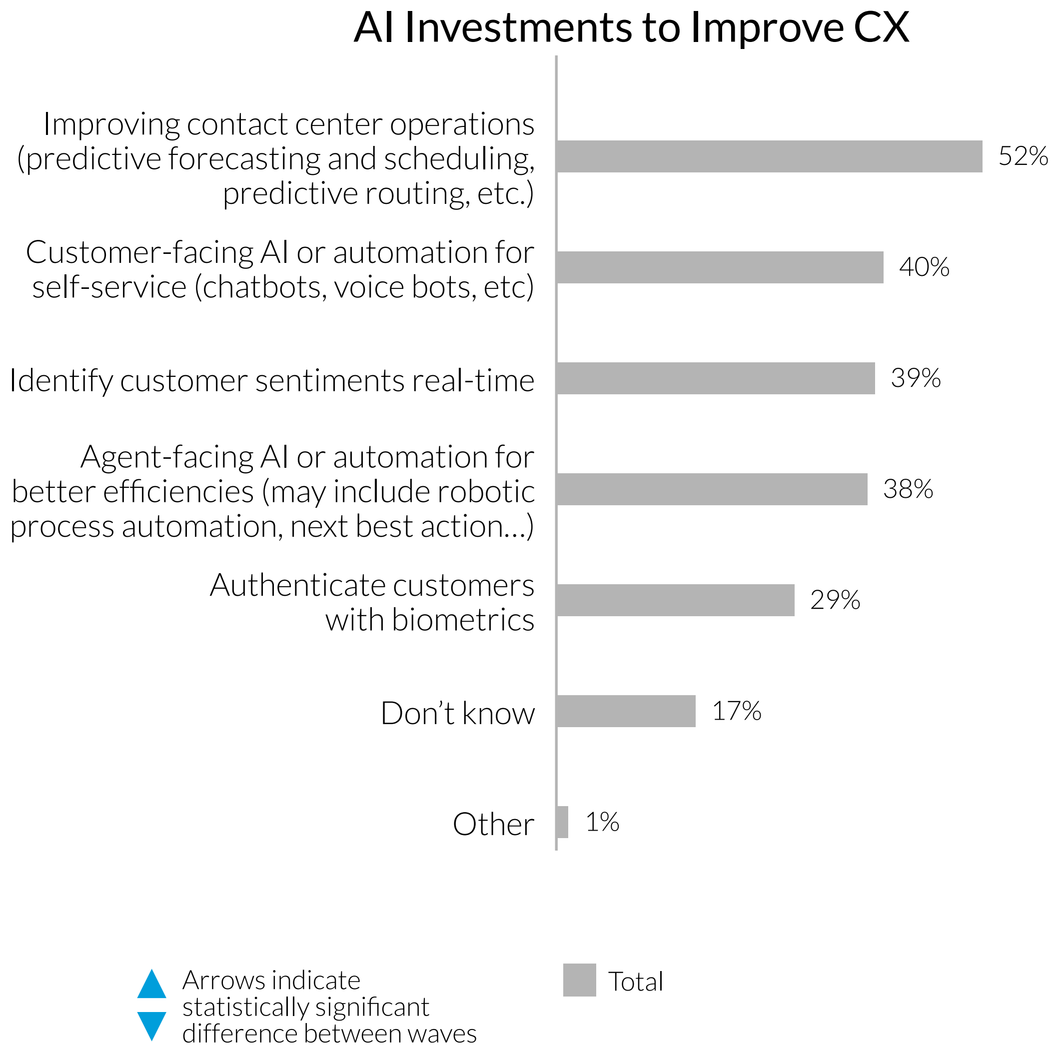
Investing in Artificial Intelligence (AI) and Automation

52% of businesses say they will be using AI and automation to improve customer service using predictive forecasting, scheduling, predictive routing, etc.

Other applications for AI for investment include:

- Customer-facing AI for self-service (chatbots, voice bots, etc) (40%)
- Identifying real-time customer sentiment (39%)
- Agent-facing AI for better efficiency (38%)





T3. In the coming year, what Artificial Intelligence (AI) or Automation technologies are you aware of that your company will be adding to improve the customer service experience? Please select all that apply.

Regional Findings

Channel Usage and Performance: US Findings

Channel	% Usage	% Satisfaction (9/10)	% Preference (top 3 rank)	Net Promoter Score® (NPS®)	First Contact Resolution (FCR)
	2020	2020	2020	2020	2020
Phone	90%	58%	51%	45	44%
Email	87%	54%	37%	43	34%
Website	86%	55%	41%	50	30%
Online chat	74%	54%	42%	51	26%
Public Social Media	58%	45%	12%	32	26%
IVR	65%	51%	15%	33	29%
Mobile app	69%	56%	18%	55	30%
Text	56%	48%	12%	36	26%
Automated assistant / chatbot	46%	52%	20%	48	26%
Private Social Messaging App	59%	48%	11%	41	25%
Conversational AI IVR	48%	47%	16%	32	26%
Video chat	30%	62%	17%	56	26%
Home electronic assistant	26%	59%	8%	55	25%
Agent-Assisted	60%	53%	60%	43	31%
Self-service	41%	53%	40%	45	28%
Digital channels*	100%	53%	64%	46	26%
Traditional channels**	92%	55%	36%	40	31%
Automated / AI***	70%	53%	11%	43	26%
Social media (public/private)	69%	48%	6%	36	25%

2019 survey asked about social media use in general; 2020 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in pink. Box around number indicates it is statistically significantly higher or lower from previous year.
*Digital channels include email, website, chat, social media, mobile app, text, automated assistant/chatbot
**Traditional channels include phone, IVR
*** Automated / AI includes automated assistant/chatbot, conversational AI IVR, home electronic assistant

Channel Usage and Performance: US Trends

Channel	% Usage		% Satisfaction (9/10)		% Preference (Top 3 rank)		Net Promoter Score® (NPS®)		First Contact Resolution (FCR)	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
Phone	88%	90%	46%	58%	58%	51%	39	45	49%	44%
Email	79%	87%	45%	54%	39%	37%	39	43	35%	34%
Website	82%	86%	49%	55%	48%	41%	40	50	32%	30%
Online chat	67%	74%	56%	54%	41%	42%	39	51	37%	26%
Public Social Media	59%	58%	40%	45%	12%	12%	33	32	28%	26%
IVR	56%	65%	46%	51%	17%	15%	34	33	27%	29%
Mobile app	51%	69%	58%	56%	20%	18%	48	55	35%	30%
Text	41%	56%	46%	48%	14%	12%	48	36	29%	26%
Automated assistant / chatbot	54%	46%	53%	52%	16%	20%	42	48	31%	26%
Private Social Messaging App	N/A	59%	N/A	48%	N/A	11%	N/A	41	N/A	25%
Conversational AI IVR	N/A	48%	N/A	47%	N/A	16%	N/A	32	N/A	26%
Video chat	29%	30%	61%	62%	25%	17%	51	56	30%	26%
Home electronic assistant	30%	26%	56%	59%	9%	8%	49	55	27%	25%
Agent-Assisted	61%	60%	44%	53%	67%	60%	40	43	35%	31%
Self-service	39%	41%	46%	53%	33%	40%	42	45	30%	28%
Digital channels*	99%	100%	51%	53%	64%	64%	42	46	31%	26%
Traditional channels**	90%	96%	47%	55%	36%	36%	37	40	38%	31%
Automated / AI***	62%	70%	56%	53%	9%	11%	45	43	29%	26%
Social media	59%	69%	40%	48%	3%	6%	33	36	28%	25%

2019 survey asked about social media use in general; 2020 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in pink. Box around number indicates it is statistically significantly higher or lower from previous year.
*Digital channels include email, website, chat, social media, mobile app, text, automated assistant/chatbot
**Traditional channels include phone, IVR
*** Automated / AI includes automated assistant/chatbot, conversational AI IVR, home electronic assistant

Channel Usage and Performance: UK Findings

Channel	% Usage	% Satisfaction (9/10)	% Preference (top 3 rank)	Net Promoter Score® (NPS®)	First Contact Resolution (FCR)
	2020	2020	2020	2020	2020
Phone	90%	38%	62%	25	54%
Email	89%	41%	50%	20	40%
Website	85%	37%	46%	22	32%
Online chat	69%	43%	38%	34	44%
Public Social Media	59%	27%	9%	3	29%
IVR	50%	25%	14%	5	26%
Mobile app	47%	39%	16%	36	30%
Text	42%	21%	12%	10	25%
Automated assistant / chatbot	37%	29%	14%	11	33%
Private Social Messaging App	36%	31%	12%	18	28%
Conversational AI IVR	30%	29%	6%	19	22%
Video chat	28%	47%	17%	34	36%
Home electronic assistant	21%	33%	5%	29	23%
Agent-Assisted	63%	35%	65%	21	37%
Self-service	37%	32%	35%	20	27%
Digital channels*	100%	36%	61%	21	29%
Traditional channels**	92%	34%	40%	18	34%
Automated / AI***	54%	31%	5%	18	26%
Social media (public/private)	65%	31%	7%	8	29%

2019 survey asked about social media use in general; 2020 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in pink. Box around number indicates it is statistically significantly higher or lower from previous year.
*Digital channels include email, website, chat, social media, mobile app, text, automated assistant/chatbot
**Traditional channels include phone, IVR
*** Automated / AI includes automated assistant/chatbot, conversational AI IVR, home electronic assistant

Channel Usage and Performance: UK Trends

Channel	% Usage		% Satisfaction (9/10)		% Preference (Top 3 rank)		Net Promoter Score® (NPS®)		First Contact Resolution (FCR)	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
Phone	88%	90%	37%	38%	61%	62%	20	25	51%	54%
Email	83%	89%	35%	41%	49%	50%	20	20	39%	40%
Website	87%	85%	34%	37%	42%	46%	14	22	32%	32%
Online chat	66%	69%	39%	43%	44%	38%	25	34	39%	44%
Public Social Media	58%	59%	28%	27%	18%	9%	12	3	30%	29%
IVR	45%	50%	27%	25%	16%	14%	9	5	25%	26%
Mobile app	43%	47%	33%	39%	20%	16%	17	36	28%	30%
Text	38%	42%	30%	21%	14%	12%	10	10	26%	25%
Automated assistant / chatbot	41%	37%	27%	29%	12%	14%	15	11	22%	33%
Private Social Messaging App	N/A	36%	N/A	31%	N/A	12%	N/A	18	N/A	28%
Conversational AI IVR	N/A	30%	N/A	29%	N/A	6%	N/A	19	N/A	22%
Video chat	22%	28%	39%	47%	17%	17%	27	34	33%	36%
Home electronic assistant	21%	21%	35%	33%	8%	5%	0	29	23%	23%
Agent-Assisted	64%	63%	32%	35%	73%	65%	19	21	36%	37%
Self-service	36%	37%	32%	32%	26%	35%	13	20	26%	27%
Digital channels*	99%	100%	34%	36%	62%	61%	17	21	30%	29%
Traditional channels**	90%	92%	33%	34%	38%	40%	16	18	38%	34%
Automated / AI***	44%	54%	30%	31%	5%	5%	11	18	23%	26%
Social media (public/private)	58%	65%	28%	31%	4%	7%	12	8	30%	29%

2019 survey asked about social media use in general; 2020 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in pink. Box around number indicates it is statistically significantly higher or lower from previous year.
*Digital channels include email, website, chat, social media, mobile app, text, automated assistant/chatbot
**Traditional channels include phone, IVR
*** Automated / AI includes automated assistant/chatbot, conversational AI IVR, home electronic assistant

Channel Usage and Performance: Australia Findings

Channel	% Usage	% Satisfaction (9/10)	% Preference (top 3 rank)	Net Promoter Score® (NPS®)	First Contact Resolution (FCR)
	2020	2020	2020	2020	2020
Phone	82%	43%	36%	37	34%
Email	74%	39%	31%	25	27%
Website	84%	48%	29%	44	21%
Online chat	74%	48%	25%	33	23%
Public Social Media	68%	38%	24%	28	19%
IVR	57%	45%	19%	26	19%
Mobile app	62%	48%	21%	46	19%
Text	53%	46%	16%	37	17%
Automated assistant / chatbot	56%	43%	15%	39	15%
Private Social Messaging App	63%	44%	23%	40	19%
Conversational AI IVR	52%	43%	26%	32	17%
Video chat	21%	44%	19%	26	28%
Home electronic assistant	19%	38%	18%	42	14%
Agent-Assisted	59%	43%	48%	33	24%
Self-service	41%	44%	52%	38	17%
Digital channels*	100%	44%	65%	36	18%
Traditional channels**	88%	44%	35%	32	27%
Automated / AI***	74%	43%	21%	36	15%
Social media	82%	42%	14%	34	19%

2019 survey asked about social media use in general; 2020 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in pink. Box around number indicates it is statistically significantly higher or lower from previous year.
*Digital channels include email, website, chat, social media, mobile app, text, automated assistant/chatbot
**Traditional channels include phone, IVR
*** Automated / AI includes automated assistant/chatbot, conversational AI IVR, home electronic assistant

Channel Usage and Performance: Australia Trends

Channel	% Usage		% Satisfaction (9/10)		% Preference (Top 3 rank)		Net Promoter Score® (NPS®)		First Contact Resolution (FCR)	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
Phone	88%	82%	26%	43%	61%	36%	11	37	51%	34%
Email	83%	74%	25%	39%	43%	31%	1	25	35%	27%
Website	81%	84%	27%	48%	49%	29%	8	44	31%	21%
Online chat	67%	74%	27%	48%	42%	25%	12	33	36%	23%
Public Social Media	60%	68%	25%	38%	20%	24%	5	28	28%	19%
IVR	44%	57%	22%	45%	15%	19%	2	26	26%	19%
Mobile app	50%	62%	30%	48%	20%	21%	19	46	29%	19%
Text	35%	53%	20%	46%	12%	16%	15	37	22%	17%
Automated assistant / chatbot	41%	56%	27%	43%	13%	15%	12	39	21%	15%
Private Social Messaging App	N/A	63%	N/A	44%	N/A	23%	N/A	40	N/A	19%
Conversational AI IVR	N/A	52%	N/A	43%	N/A	26%	N/A	32	N/A	17%
Video chat	23%	21%	30%	44%	19%	19%	13	26	32%	28%
Home electronic assistant	16%	19%	37%	38%	7%	18%	22	42	23%	14%
Agent-Assisted	62%	59%	21%	43%	75%	48%	8	33	34%	24%
Self-service	39%	41%	26%	44%	25%	52%	10	38	26%	17%
Digital channels*	99%	100%	28%	44%	67%	65%	10	36	28%	18%
Traditional channels**	90%	88%	27%	44%	33%	35%	7	32	38%	27%
Automated / AI***	45%	74%	33%	43%	3%	21%	15	36	22%	15%
Social media	60%	82%	25%	42%	5%	14%	5	34	28%	19%

2019 survey asked about social media use in general; 2020 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in pink. Box around number indicates it is statistically significantly higher or lower from previous year.
*Digital channels include email, website, chat, social media, mobile app, text, automated assistant/chatbot
**Traditional channels include phone, IVR
*** Automated / AI includes automated assistant/chatbot, conversational AI IVR, home electronic assistant

Channel Usage and Performance: Canada Findings

Channel	% Usage	% Satisfaction (9/10)	% Preference (top 3 rank)	Net Promoter Score® (NPS®)	First Contact Resolution (FCR)
	2020	2020	2020	2020	2020
Phone	87%	87%	41%	47	47
Email	87%	87%	45%	40	40
Website	85%	85%	46%	26	26
Online chat	79%	79%	43%	27	27
Public Social Media	67%	67%	13%	21	21
IVR	67%	67%	17%	9	9
Mobile app	56%	56%	15%	26	26
Text	41%	41%	10%	24	24
Automated assistant / chatbot	46%	46%	19%	35	35
Private Social Messaging App	42%	42%	10%	27	27
Conversational AI IVR	43%	43%	16%	33	33
Video chat	25%	25%	20%	46	46
Home electronic assistant	20%	20%	7%	38	38
Agent-Assisted	63%	63%	53%	34	34
Self-service	37%	37%	47%	25	25
Digital*	100%	100%	66%	30	30
Traditional**	92%	44%	34%	42	38
Automated / AI***	64%	64%	14%	35	35
Social media	71%	71%	5%	23	23

Canada sample size is small at 103 respondents.
2019 survey asked about social media use in general; 2020 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in pink.
*Digital channels include email, website, chat, social media, mobile app, text, automated assistant/chatbot
**Traditional channels include phone, IVR
*** Automated / AI includes automated assistant/chatbot, conversational AI IVR, home electronic assistant

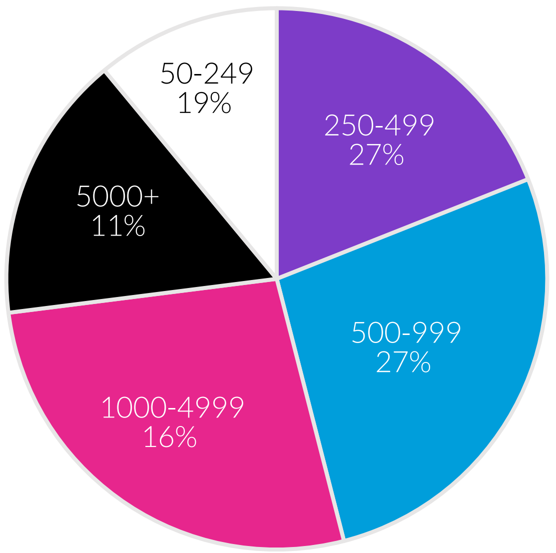
Firmographics

Number of employees & stations

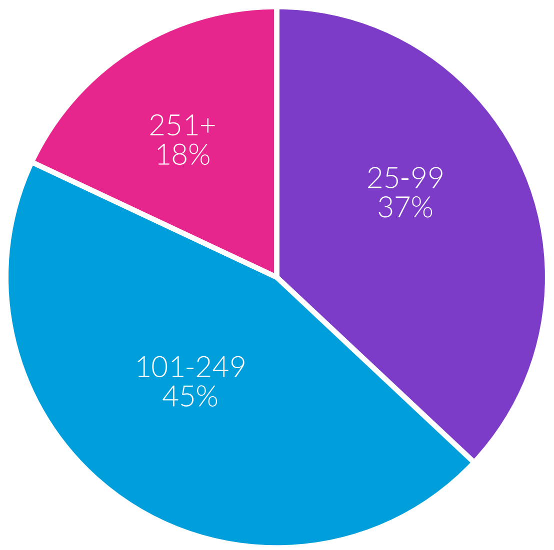
# of employees	Employee Size				
	Total	US	UK	AUS	CA
50–249	**19%**	14%	20%	25%	17%
250–499	**27%**	27%	08%	39%	20%
500–999	**27%**	36%	28%	16%	31%
1000–4999	**16%**	15%	16%	12%	25%
5000+	**11%**	8%	17%	8%	6%

# of stations	Contact Center Size				
	Total	US	UK	AUS	CA
25–99	**37%**	38%	39%	33%	35%
100–249	**45%**	43%	42%	53%	40%
250+	**18%**	19%	19%	14%	25%

Global Breakout:
Number of Employees



Global Breakout:
Number of Contact Center Stations



Respondents Involvement during Purchase Process

	Customer Service or Contact Center Software					Customer Relationship Management (CRM) Software					Unified Communications Software					Digital Experience Software				
	Total	US	UK	AUS	CA	Total	US	UK	AUS	CA	Total	US	UK	AUS	CA	Total	US	UK	AUS	CA
Determining the business need	65%	72%	50%	75%	62%	61%	64%	57%	67%	64%	59%	69%	48%	61%	53%	60%	58%	55%	69%	56%
Evaluating the product or service	**68%**	72%	56%	75%	67%	**70%**	74%	66%	70%	75%	**64%**	70%	54%	68%	66%	**68%**	69%	61%	76%	61%
Recommending or selecting the product or service	**61%**	66%	48%	70%	57%	**65%**	69%	57%	67%	64%	**56%**	63%	45%	59%	60%	**64%**	65%	53%	72%	70%
Authorizing or approving the product or service	**60%**	64%	46%	73%	58%	**56%**	59%	50%	56%	60%	**53%**	63%	44%	54%	55%	**60%**	60%	46%	70%	69%
Determining business or technical requirements	**59%**	64%	46%	68%	56%	**65%**	69%	55%	72%	61%	**54%**	61%	42%	61%	53%	**66%**	69%	56%	75%	61%
No involvement at all for this software category	**5%**	3%	8%	4%	8%	**2%**	1%	4%	2%	1%	**5%**	2%	8%	5%	8%	**3%**	2%	4%	2%	5%
Does not pertain to my company	**4%**	2%	9%	2%	4%	**1%**	1%	3%	0%	2%	**5%**	2%	9%	4%	4%	**2%**	1%	3%	1%	1%

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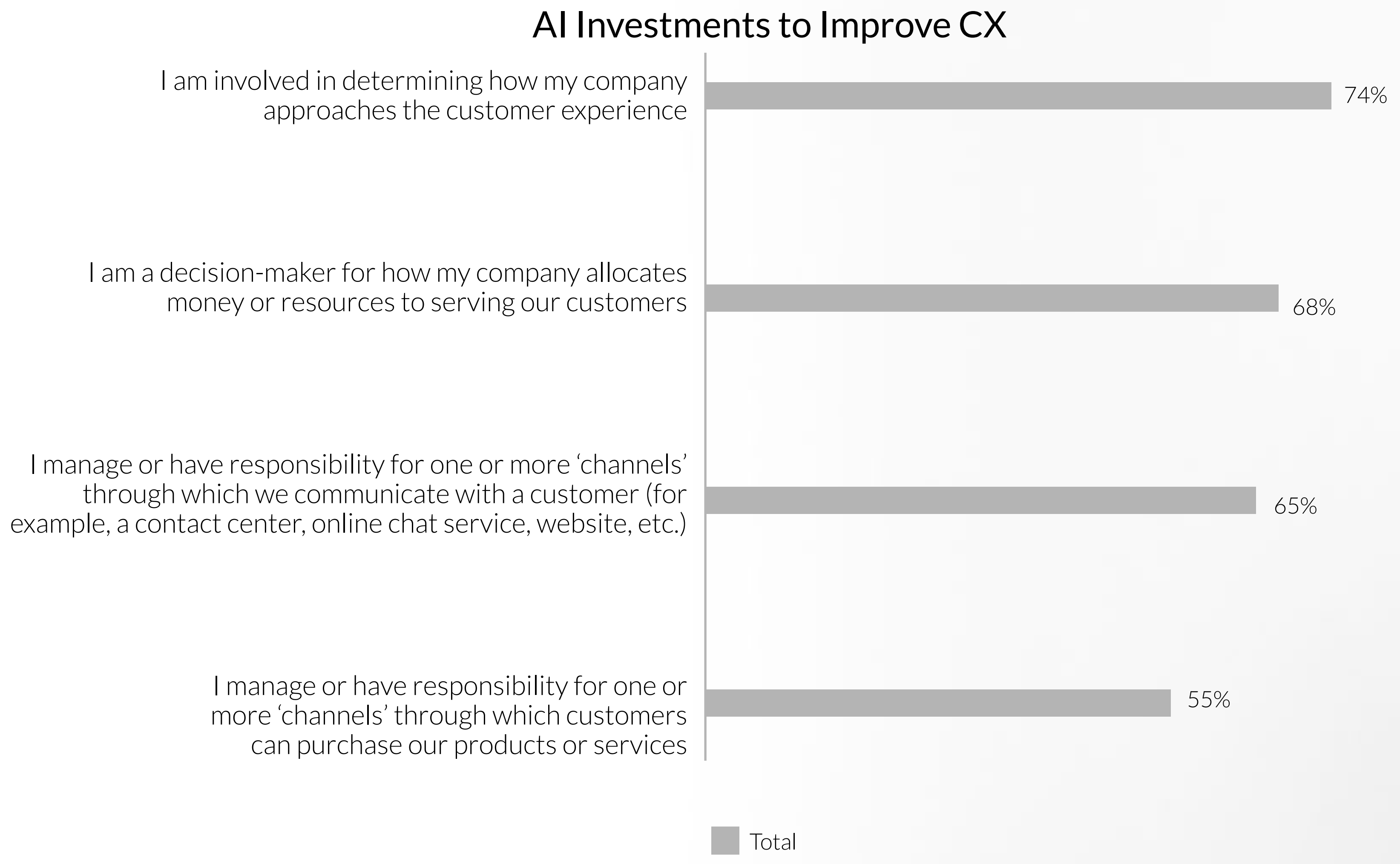
Day-to-day Responsibilities



Why NICE inContact?

NICE inContact works with organizations of all sizes to create extraordinary and trustworthy customer experiences that build deeper brand loyalty and relationships that last. With NICE inContact CXone™, the industry's most complete cloud customer experience platform, we enable an exceptional agent and customer experience—every time and on every channel.

For more information, visit www.niceincontact.com

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More Resources

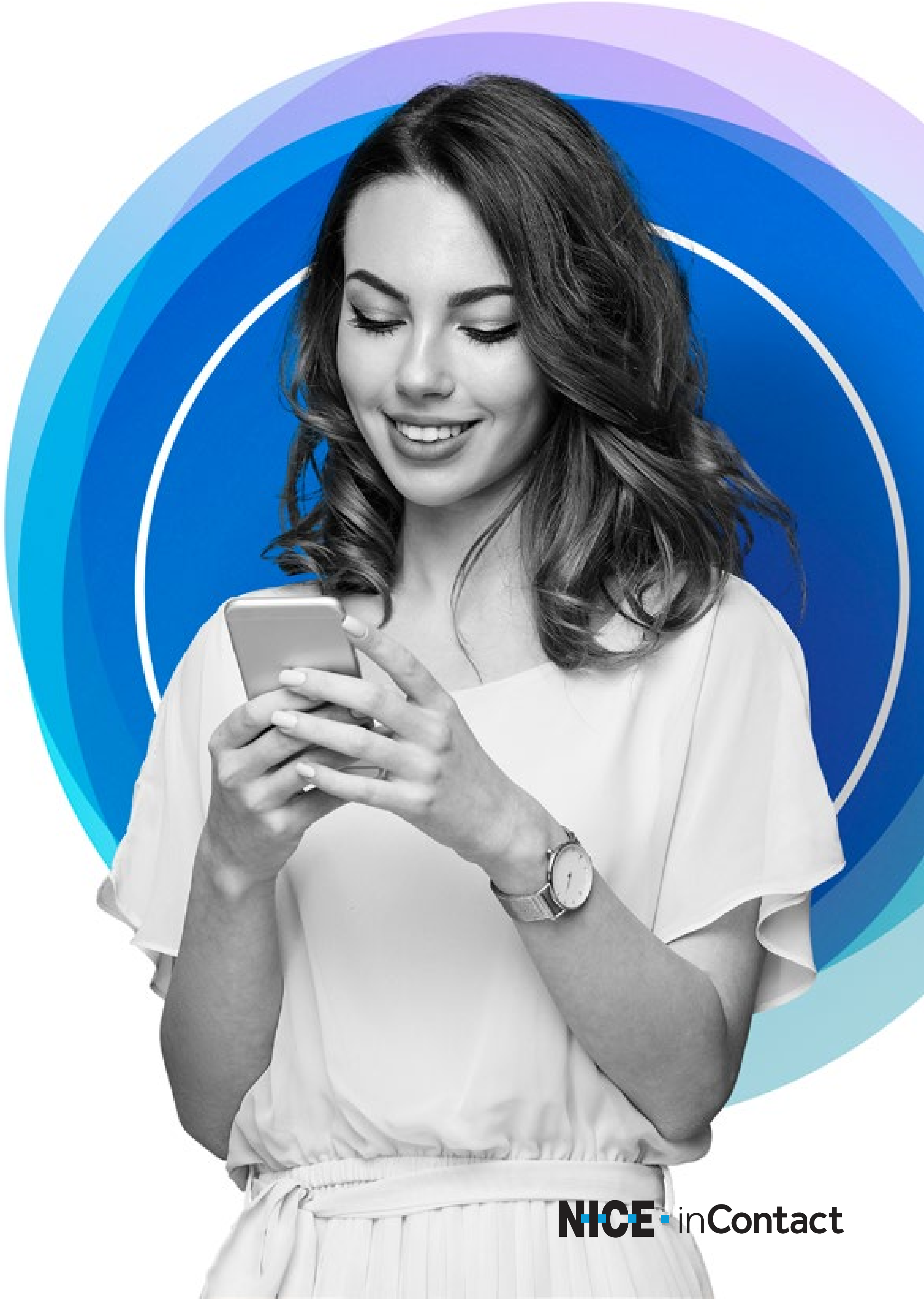
2019 Customer Experience (CX) Transformation Benchmark, Global Findings: Business vs. Consumer eBook

2019 Customer Experience (CX) Transformation Benchmark, Contact Center Plans and Metrics eBook

2019 Customer Experience (CX) Transformation Benchmark, Global Consumers eBook

An Operations Leaders Guide to Contact Center Solutions White Paper

Total Economic Impact of NICE inContact CXone Research



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