Top Causes of Customer Dissatisfaction **VERINT**

Cause is tied:

29% Need to contact



repeatedly to resolve issues Longer than



average hold times

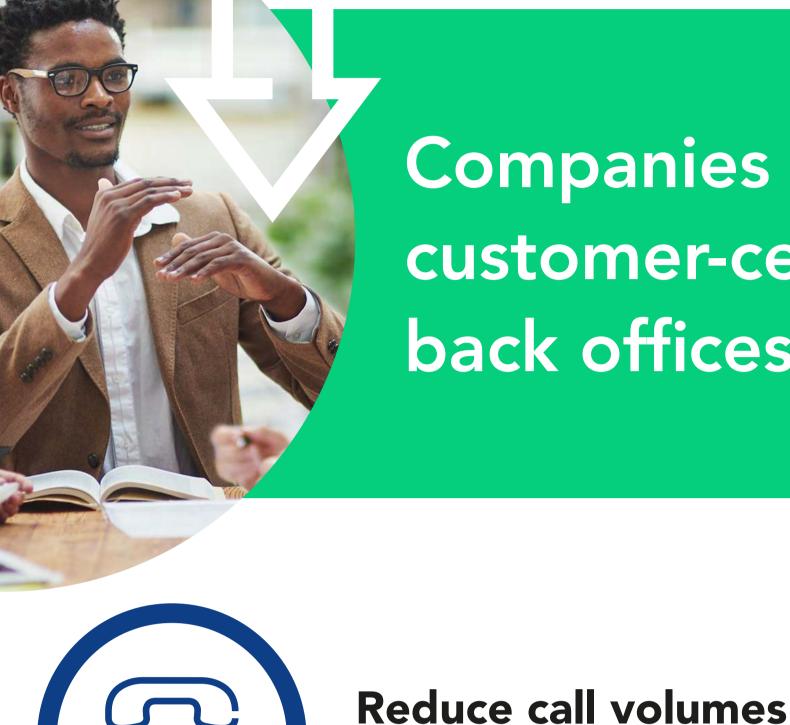
#2 Cause of Customer Dissatisfaction?

Back-office errors and

27%

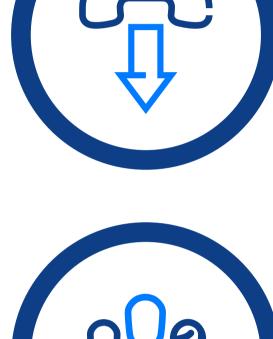


delays



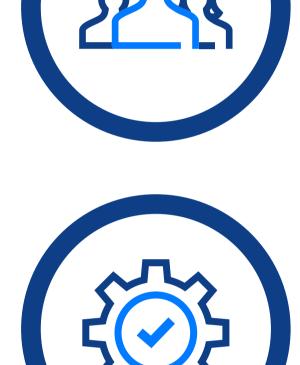
customer-centric back offices:

Companies with



Increase capacity, which

by 17%



Improve back-office operational efficiencies by

upwards of **20% to 30%**

reduces hold times and

average time to answer



These **best-in-class**

organizations also

outperform peers on



53%

82%

YOY improvement in customer satisfaction

Customer retention

1.5%

YOY decrease in response time to customer requests 54.2%

37.5%

YOY improvement in annual company revenue

2.8%

YOY improvement in average customer profit margin

Want to learn more?

45.2%

23.5%

Download the Aberdeen Group Knowledge Brief:

Contact Center Results by Focusing on Your Back Office

Start Improving

Click here to download



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VERINT The Customer

Engagement Company™

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