

The Five Stories Behind The CallMiner Churn Index 2020

1

Unplanned churn is costing billions

£4.95
— Billion —

the cost of unplanned churn

Suppliers bad practices
force people to switch
who don't plan to

2

Change in Reasons for Churn

Fair treatment became increasingly important in

The Battle for Loyalty

-4%

Price declines as churn motive



+10%

Not feeling fairly treated

+12%

Not given the same discounts as new customers

+15%

Not being rewarded for contract renewal

2018

2020

3

Knowledgeable, intelligent & empathetic 'Super-agents' Key to Customer Loyalty

88%

will switch after a bad experience with a call centre

more customers have a positive change in emotion than a negative change when they call a call centre

78.4%

will stay loyal after a good experience with a call centre

#1 Reason

For positive change in emotion - the problem was resolved by an agent who was very knowledgeable

#2 Reason

The agent showed he/she understood my problem

#3 Reason

The agent listened to me

4

Ineffective automated service channels frustrate and annoy consumers - creating more reasons to leave

46%

of consumers would be more loyal with an effective self-service facility for simple tasks



Things people prefer to do for themselves

1

Make Payments



2

Find Information



3

Cancel Service



63.82 MILLION

unnecessary calls last year

to carry out top three actions people happy to do themselves

5

It's time for a change in strategy.

Despite increasing encouragement to switch since 2018, consumers **would rather stay loyal!**

Only 4% Increase in Churn
despite surge in switching sites

6.25 MILLION

More people switch than those who plan to switch