The Four Stories Behind The CallMiner Churn Index 2020

1. Unplanned churn is costing billions

Unplanned churn is costing billions. In 2020:

- **$35.3 billion** in cost of unplanned churn
- **$43.3 billion** in cost of unplanned churn

Proven bad practices force people to switch who don’t want to.

2. Change in Reasons for Churn

For treatment became increasingly important in The Battle for Loyalty

For treatment became increasingly important in The Battle for Loyalty.

- **8%** more declined as chat media
- **24%** more feeling fairly treated
- **14%** more given the same discounts as new customers
- **8%** more feeling rewarded for contract renewal

3. Knowledgeable, intelligent & empathetic ‘Super-agents’ Key to Customer Loyalty

Knowledgeable, intelligent & empathetic ‘Super-agents’ Key to Customer Loyalty.

- **147%** more customers felt that the problem was solved by an agent who was knowledgeable
- **73.7%** more customers felt that the problem was solved by an agent who understood
- **90.0%** more customers felt that the problem was solved by an agent who listened

4. Things people prefer to do for themselves

Things people prefer to do for themselves:

- **4.4%** of consumers found it somewhat convenient to use an effective self-service facility for simple tasks
- **44.7%** of consumers would be more loyal with an effective self-service facility for simple tasks
- **883 million** unnecessary calls last year

#1 Reason

‘Super-agents’ helped solve the problem by being knowledgeable.

#2 Reason

‘Super-agents’ helped solve the problem by understanding.

#3 Reason

‘Super-agents’ helped solve the problem by listening.

#4 Reason

‘Super-agents’ helped solve the problem by being intelligent.

#5 Reason

‘Super-agents’ helped solve the problem by being empathetic.

#6 Reason

‘Super-agents’ helped solve the problem by being knowledgeable.

#7 Reason

‘Super-agents’ helped solve the problem by being intelligent.

#8 Reason

‘Super-agents’ helped solve the problem by being empathetic.

#9 Reason

‘Super-agents’ helped solve the problem by being knowledgeable.

#10 Reason

‘Super-agents’ helped solve the problem by being intelligent.

#11 Reason

‘Super-agents’ helped solve the problem by being empathetic.

#12 Reason

‘Super-agents’ helped solve the problem by being knowledgeable.

#13 Reason

‘Super-agents’ helped solve the problem by being intelligent.

#14 Reason

‘Super-agents’ helped solve the problem by being empathetic.

#15 Reason

‘Super-agents’ helped solve the problem by being knowledgeable.

#16 Reason

‘Super-agents’ helped solve the problem by being intelligent.

#17 Reason

‘Super-agents’ helped solve the problem by being empathetic.

#18 Reason

‘Super-agents’ helped solve the problem by being knowledgeable.

#19 Reason

‘Super-agents’ helped solve the problem by being intelligent.

#20 Reason

‘Super-agents’ helped solve the problem by being empathetic.

#21 Reason

‘Super-agents’ helped solve the problem by being knowledgeable.

#22 Reason

‘Super-agents’ helped solve the problem by being intelligent.

#23 Reason

‘Super-agents’ helped solve the problem by being empathetic.

#24 Reason

‘Super-agents’ helped solve the problem by being knowledgeable.

#25 Reason

‘Super-agents’ helped solve the problem by being intelligent.

#26 Reason

‘Super-agents’ helped solve the problem by being empathetic.

#27 Reason

‘Super-agents’ helped solve the problem by being knowledgeable.

#28 Reason

‘Super-agents’ helped solve the problem by being intelligent.

#29 Reason

‘Super-agents’ helped solve the problem by being empathetic.

#30 Reason

‘Super-agents’ helped solve the problem by being knowledgeable.

#31 Reason

‘Super-agents’ helped solve the problem by being intelligent.

#32 Reason

‘Super-agents’ helped solve the problem by being empathetic.