

# The Four Stories Behind The CallMiner Churn Index 2020

1

## Unplanned churn is costing billions

**\$35.3**  
Billion

the cost of  
unplanned churn

**43.3**  
Million

more people  
switched than those  
who plan to switch

Providers 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

**-8%**

Price declines as  
churn motive



**+24%**

Not feeling  
fairly treated

**+14%**

Not given the same  
discounts as new  
customers

**+8%**

Not being  
rewarded for  
contract renewal

2018

2020

3

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

**147%**

will switch after a  
bad experience with  
a call center

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

**73.7%**

will stay loyal after a  
good experience with  
a call center

### #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 & annoy consumers - creating more reasons to leave

**44.7%**

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



**483 MILLION**

unnecessary calls last year

to carry out top three actions people happy to do themselves