



From Marketing Contact Details

Date 09 September 2005

Synovate reinvents call centre research

ViewsCast, a division of global research company Synovate, today announced the launch of the ViewsCast Global Scorecard – a new global benchmarking study into customer satisfaction with call centres. This, in view of the increasingly important role played by the call centre and the need for client companies to ensure they are providing optimum service levels.

The global scorecard will be underpinned by ViewsCast's fully automated IVR system, currently used by many call centre clients to assess the satisfaction of their customers directly after an interaction with their call centre. Seeking to further reinvent call centre research, the global scorecard will provide call centre clients with unique insights into their performance and that of their competitors. It offers:

- A benchmark against which to compare their own performance
- A list of the core aspects driving satisfaction with call centres – the key metrics for the industry
- Best practice – who is highly rated, and what are the reasons behind their success

With sizeable samples anticipated as the survey is rolled out, the scorecard's results will be analysed by a number of criteria, including region, type of call and customer demographics such as gender and age.

In order to mark the launch, a pilot study was conducted covering call centres from a wide range of industries, with customers drawn from the UK, US, Western Europe and Asia Pacific. The research identified six key attributes that have been found to be primarily responsible for satisfaction (or dissatisfaction) with call centre service. In many cases, call centres need to focus on improving performance in just one or two key areas to significantly shift the

A necessary evil or a sensitive human touch? Call Centres come under review.

satisfaction of their customers. Many valuable insights into the results were uncovered – for example, older callers will remain loyal to the company even though they can be more critical of certain call centre interactions, whilst younger callers were easier to please.

Bruce Wells, CIO of Synovate, commented, “We are delighted with the first set of results and the key issues that they highlighted for our clients to focus on. We look forward to great insights into industry and regional differences.”

If you want to know more, visit www.viewscast.com/globalscorecard or contact the ViewsCast team; benchmark@viewscast.com, +44 (0)207 923 6225

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About Synovate

Synovate is a leading global research company, operating in 46 countries and employing more than 4,000 people. The company generates consumer insights that drive competitive marketing solutions and provides a broad range of market intelligence services using powerful and established methodologies, as well as innovative and tailored solutions.

More information on Synovate can be found at www.synovate.com