STATE OF CONTACT CENTRES

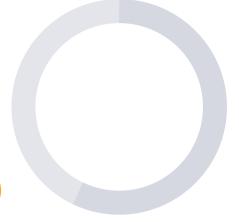INSIGHTS INTO 2024 STRATEGIES AND CHALLENGES

puzzel.

80% of contact centre leaders view customer journey optimisation as an important focus for 2024

58% of contact centre leaders have increased their commitment to staff training and development in the last 12 months, and 45% have increased their workforce budget

AI and self-service are the future

66% of contact centre leaders acknowledge the importance of implementing AI tools in 2024.

Moreover, **72%** plan to improve or implement self-service tools as key focus areas for 2024 and **64%** plan to improve or implement chatbots.

11% of contact centre leaders reported their operations are fully on the cloud. Meanwhile, **33%** of respondents anticipate outdated on-premises systems posing a challenge in 2024

There is a clear focus on agent training and development amongst contact centres.

58% have increased their commitment to staff training and development in the past year, and 45% have increased their workforce budget.

66% of contact centre leaders rate their application integrations as average or below, indicating a critical need for improved internal operations and streamlining processes

Assisted channels hold their ground

IN THE PAST YEAR **73%** of contact centre leaders have faced substantial demand for voice interactions, while 69% have grappled with high volumes of email enquiries.