

## Half of consumers abandon call centres

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Traditional call centres are being shunned by customers seeking help, with one in two consumers preferring to use online self-serve options compared to the 18 per cent who still favour ringing customer services.

Research commissioned by customer service software supplier [RightNow Technologies](#) shows that despite the slow responses times typical of email, 19 per cent would rather take this option than dialling a call centre.

Call centres still have a role to play by reallocating staff resources towards live online support, with 64 per cent of those having experienced chat support sessions stating they would prefer instant messaging for future communications with suppliers.

Despite the overwhelming support for web-based service, the multi-channel experience is not perfect, with disharmony between web, email, chat and phone channels meaning that just 25 per cent of respondents reported the delivery of a consistent message.