

The “GetHuman” Survey into Telephone Answering

www.gethuman.com conducted a survey to find out which features are important when calling any company for customer service. Over 4500 people participated in the survey

	Must Have	Strongly Desired	Nice to Have	Don't Care	Response Total
All humans I speak with should be able to clearly communicate. (E.g., perfect English or Spanish etc. as appropriate.)	79% (3563)	18% (798)	3% (143)	0% (22)	4526
Allow me to provide feedback on the quality of service provided to me.	29% (1293)	33% (1505)	29% (1325)	9% (403)	4526
If the system is having trouble understanding me, connect me to a human.	83% (3746)	15% (679)	2% (92)	0% (9)	4526
Do not force me to listen to promotions or advertisements.	68% (3070)	23% (1046)	6% (251)	4% (159)	4526
Do not force me to listen to long prompts or messages.	64% (2908)	30% (1349)	4% (185)	2% (84)	4526
Offer to call me back if I don't want to wait.	27% (1237)	35% (1605)	28% (1264)	9% (420)	4526
Do not ever make me repeat my info (account numbers, problem description, etc).	48% (2177)	35% (1595)	13% (573)	4% (181)	4526
Estimated wait time always should be provided.	48% (2185)	38% (1720)	13% (578)	1% (43)	4526
Always let me have the option to easily get to a human (by dialing zero or	86% (3903)	13% (569)	1% (42)	0% (12)	4526

saying "operator").					
Computers should not pretend to be human ("Hi, I'm Mary.").	46% (2083)	26% (1179)	12% (557)	16% (707)	4526
Total Respondents					4524