

Subscribers set MNOs 1-hour deadline as customer care dissatisfaction hits 50%

TOP 10 KEY FINDINGS

1 **50%** of subscribers are **dissatisfied** with MNO customer care



Customer Care main objectives:



43% of MNOs want to **increase First Call Resolution**



36% of MNOs want to **improve Net Promoter Score**

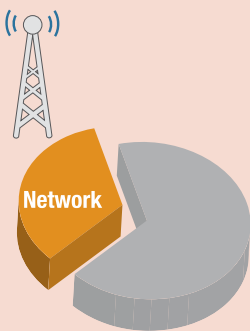
3 **85%** of mobile users want **direct MNO engagement** to solve problems



4 **2/3 of mobile customers** expect MNO agents to resolve issues in **6 minutes**



5 **1/3 of all calls** to a contact centre concern **network-related problems**



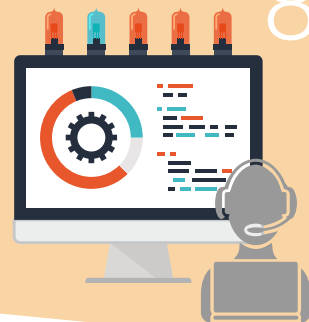
6 **66%** of mobile users expect network-related problems to be resolved **within 1 hour; not 24 hours** cited by MNOs



7 **>1/3 of mobile subscribers** believe contact centre agents **don't have access** to the right data to resolve a network-related problem



8 **1/2 of MNOs** claim that contact centre agents **do not have the tools** needed to deal with customer problems



9 MNOs claim that **>50% of network-related calls require a call-back**



10 **Stated Customer Care priorities for the next 3 years**

