

RingCentral Custom Research Study: Wait Times and Customer Service

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About Metrigy: Metrics + Strategy

Metrics-driven strategic guidance for employee and customer engagement leaders + technology providers



- Industry-leading research methodology
- Track success metrics of top-performing companies; correlate with technology adoption



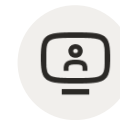
Coverage areas

- Digital transformation/Digital workplace
- Workplace collaboration and unified communications
- Customer experience and contact center
- Employee experience
- Artificial intelligence and analytics
- WC/CX management, compliance, and security



Value

- Data-driven guidance for technology, vendor decisions
- Document characteristics of successful deployments
- Market analysis and buy-side forecasting
- Multimedia content creation based on primary research



Our reach

- 5K+ research participants
- 19K webinar followers
- 20K+ X (formerly Twitter) followers, 14K LinkedIn followers
- Where we're published: NoJitter, TechTarget
- Where we speak: Enterprise Connect, InfoComm, UCX London, IMCI

Study overview

Study scope and goals



Study to assess how companies support digital experiences, examining:

- Type of contact center architecture, and associated spend
- Support for chatbots, quality management, and workforce management, and associated spend
- Customer service response times: company goals/deliverables vs. consumer expectation
- Customer experience, by channel
- UCaaS/CCaaS integration, and impact on key contact center metrics



Goals for study demographics

- 250 CX, IT, and other business leaders at companies in five verticals: education, finance, healthcare, retail, transportation
- Company size: 50 to 1,000 employees
- Headquartered in North America
- Correlate results from survey of 250 consumers in North America



Research study participants at a glance

251*

Participants

5

Vertical industries

409

Mean employee count

\$122 million

Mean annual revenue

U.S., Canada

Countries

*Presentation also includes survey of 250 consumers in North America

Key findings

Key findings

- Few consumers experience the sub-minute call hold times companies report providing—but consumers don't expect such quick responses when phoning for customer service, either. Most are accepting of call hold times of three minutes or less. Still, hold times were unacceptable for 46.4% of consumers.
- When call hold times exceed their expectations, consumers most often complain about the experience to family and friends. A quarter will stop doing business with the company.
- About a quarter of consumers don't use text messaging for customer service, and half don't engage for that purpose via social media, either.
- Regarding texting, companies report sub-minute response times. However, only 26.8% of consumers using this interaction channel say they get a text response in less than a minute. Most consumers say text response wait time is acceptable.
- Slightly more than half of consumers say up to a five-minute response time is acceptable for social media response. However, only 15.6% of those consumers who use social media for customer service interactions get a response in that timeframe. Most say social media response time is unacceptable.



Key findings, continued

- Consumers report having the best experience when they call in for service, and the worst experience when using a chatbot.
- The biggest source of frustration when using a chatbot is having to repeat themselves too much during interactions—an issue for 70.5%. Nearly 56% report frustration with not being able to escalate to live agent easily enough.
- While 60% of consumers consider digital channels to be important, only 22% say they're vitally so.
- Old-school means of communications, voice and email, are still deemed the most important interaction channels, as determined in a stacking ranking. Self-service follows.
- Companies feel it is more vital to have 24/7 bot availability than voice, the converse is true of consumers.
- Use of automatic callback is on the rise; more than three-quarters of consumers say this is an important service for all or some types of companies.
- UCaaS-CCaaS platform integration leads to big improvements in two key contact center metrics: average handle time and first call resolution.



Contact center/ CX approach

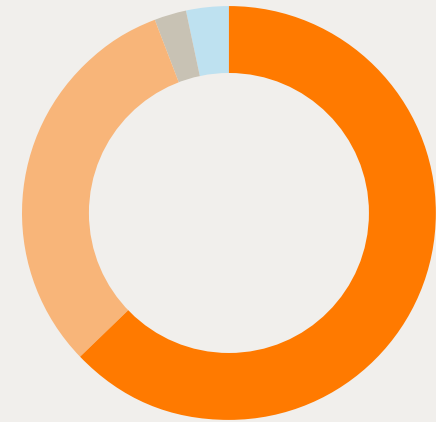
\$276.33

**Average spend per agent,
per month on contact center
solution.**

63%

**Willing to pay for
CX Solutions**

How willing is your company to pay for a contact center solution to communicate and interact with customers?



- Very willing** 62.9%
- Somewhat willing** 31.5%
- Unsure** 3.2%
- Not willing** 2.4%

Willingness to spend on contact center solution, by size & vertical

Willingness to pay, by company size (no. of employees)

	50 - 250	251 - 500	501 - 1,000
Very willing	65.3%	61.8%	66.7%
Somewhat willing	26.7%	33.7%	30.3%
Not willing	2.7%	2.2%	1.5%
Unsure	5.3%	2.2%	1.5%

- Large companies slightly more willing to spend on contact center solutions than smaller companies

Willingness to pay, by vertical

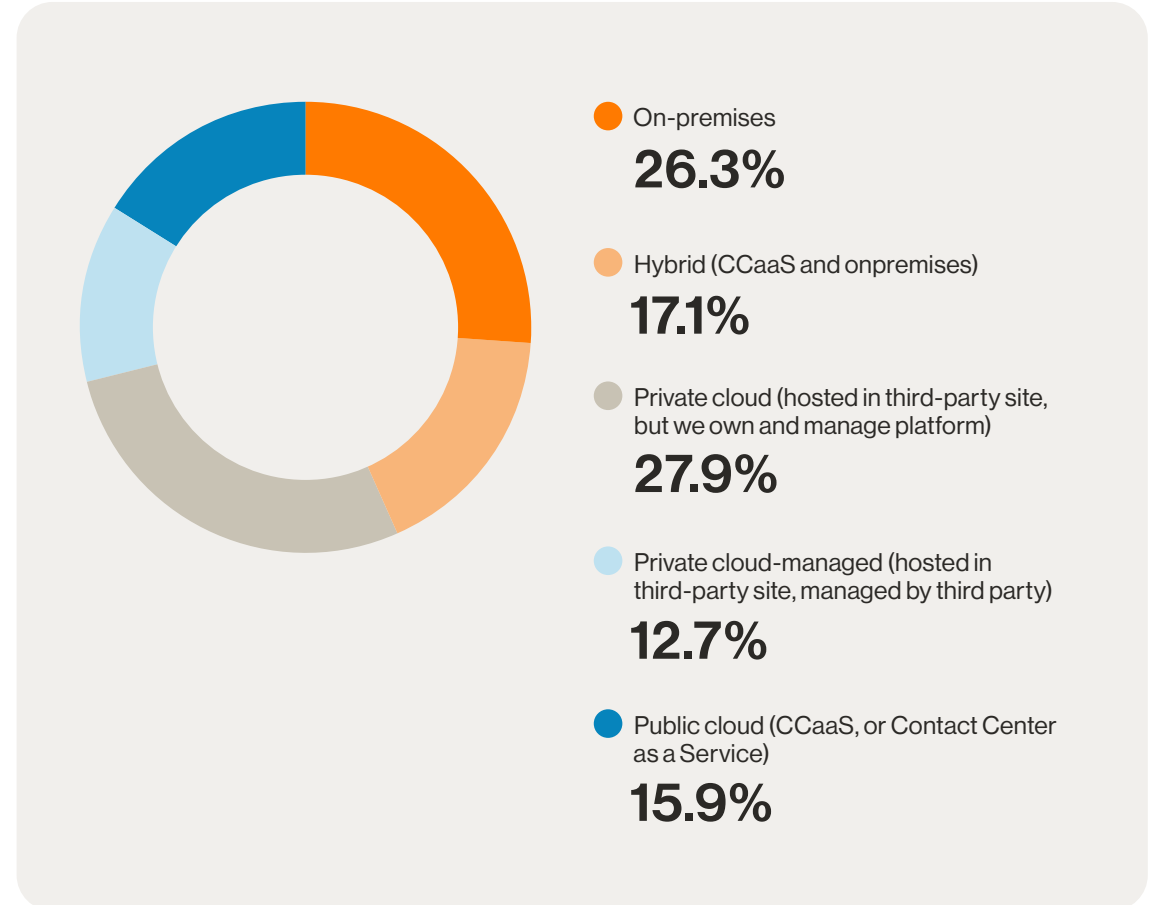
	Education	Financial Services	Healthcare	Transportation	Retail
Very willing	65.1%	59.0%	63.6%	65.1%	62.5%
Somewhat willing	30.2%	39.3%	20.5%	32.6%	32.5%
Not willing	4.8%	.0%	2.3%	2.3%	2.5%
Unsure	.0%	1.6%	13.6%	.0%	2.5%

- Education, transportation more willing to spend than other verticals

Only 33% have CCaaS in whole or in hybrid deployment

What is your company's contact center architecture?

Comparatively, 35.9% of those companies with a contact center in Metrigy's global Customer Experience MetriCast 2024 buyer-side market forecast study have adopted CCaaS, with 28.9% planning to do so this year. (Study has 1,566 participants)



Contact center architecture, by company size & industry

Contact center architecture, by company size

	50 – 250 employees	251 – 500 employees	501 - 1,000 employees
Public cloud (CCaaS, or Contact Center as a Service)	13.3%	22.5%	13.6%
On-premises	22.7%	23.6%	27.3%
Hybrid (CCaaS and on-premises)	13.3%	18.0%	18.2%
Private cloud (hosted in third-party site, but we own and manage platform)	38.7%	23.6%	25.8%
Private cloud-managed (hosted in third-party site, managed by third party)	12.0%	12.4%	15.2%

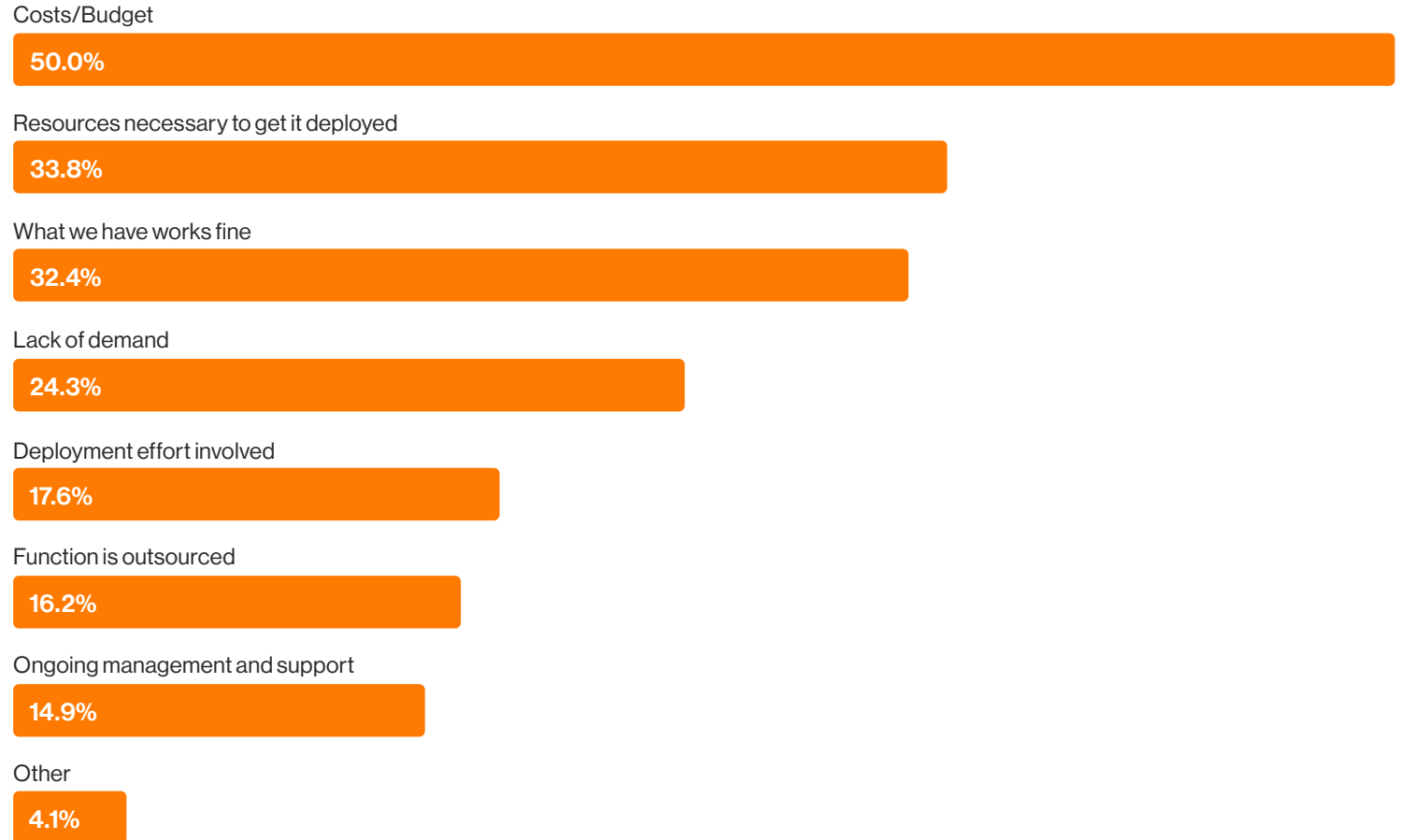
Contact center architecture, by company size & industry

Contact center architecture, by industry

	Education	Financial Services	Healthcare	Transportation	Retail
Public cloud (CCaaS, or Contact Center as a Service)	15.9%	16.4%	18.2%	18.6%	10.0%
On-premises	36.5%	27.9%	27.3%	20.9%	12.5%
Hybrid (CCaaS and on-premises)	14.3%	13.1%	11.4%	23.3%	27.5%
Private cloud (hosted in third-party site, but we own and manage platform)	22.2%	34.4%	25.0%	30.2%	27.5%
Private cloud-managed (hosted in third-party site, managed by third party)	11.1%	8.2%	18.2%	7.0%	22.5%

Why not willing to spend or don't have contact center? Costs/Budget top reason

Which of the following are preventing your company from currently having a contact center solution?



Chatbots, QM, WFM in widespread use

Does your company use the following?

Chatbots



Quality management



Workforce management



● Yes ● No ● Unsure

Chatbots

\$592

average monthly spend

Quality management

\$50

average spend per agent, per month

Workforce management

\$756

average monthly spend

52.5% use QM for agent performance improvements

How does your company improve contact center agent performance?

Quality management

52.6%

Workforce engagement management tools

44.2%

1:1 sessions between agent and supervisor

42.6%

Automated online training based on recent analytics

41.0%

Recorded interactions

37.1%

Sentiment scoring (use AI to analyze customers' voice tone, word choices, etc.)

34.3%

Live AI-powered guidance

29.9%

Automatic AI scoring

29.1%

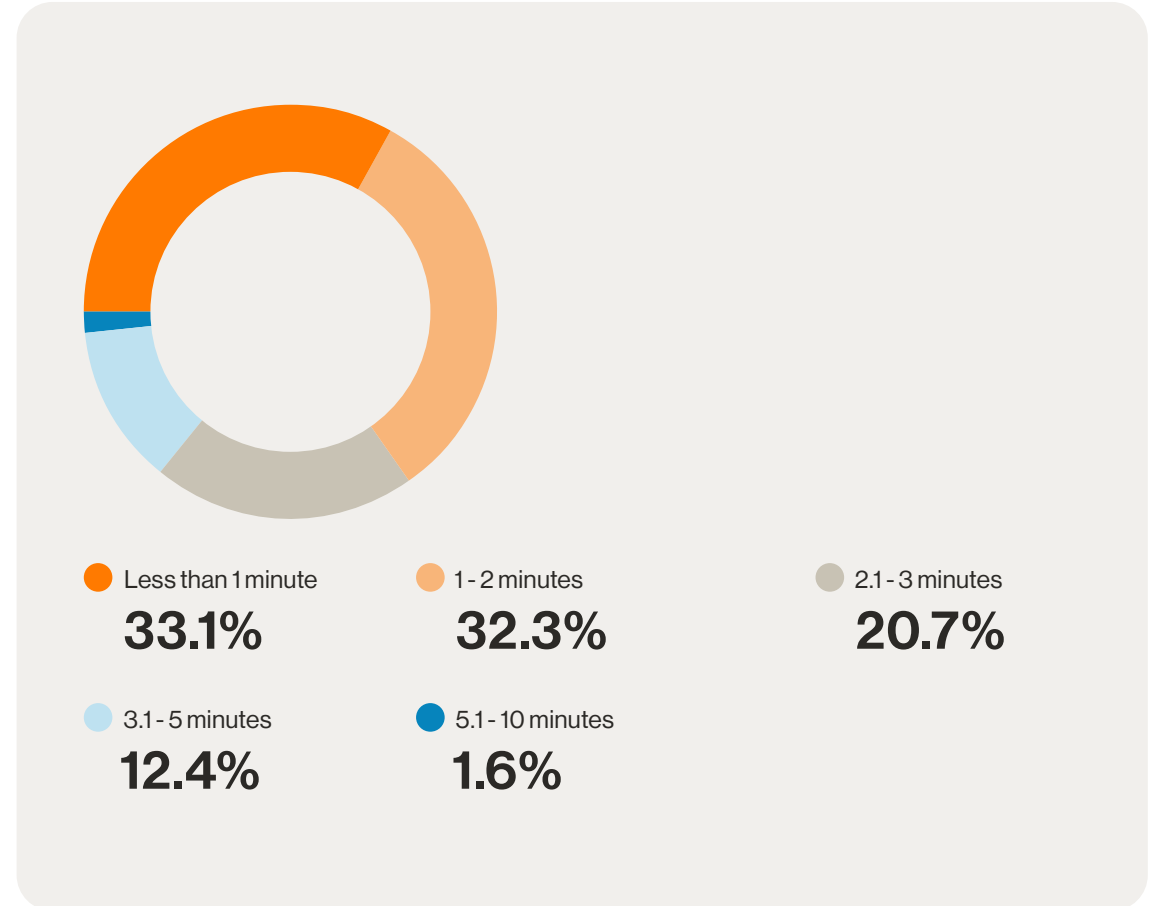
Customer service - response times

Average call hold times in line with expectations of 33.1% of companies

What is an acceptable amount of time to keep customers on hold when they call in for service?

Average hold time for customers calling into the contact center, based on business side of study

58.3
seconds

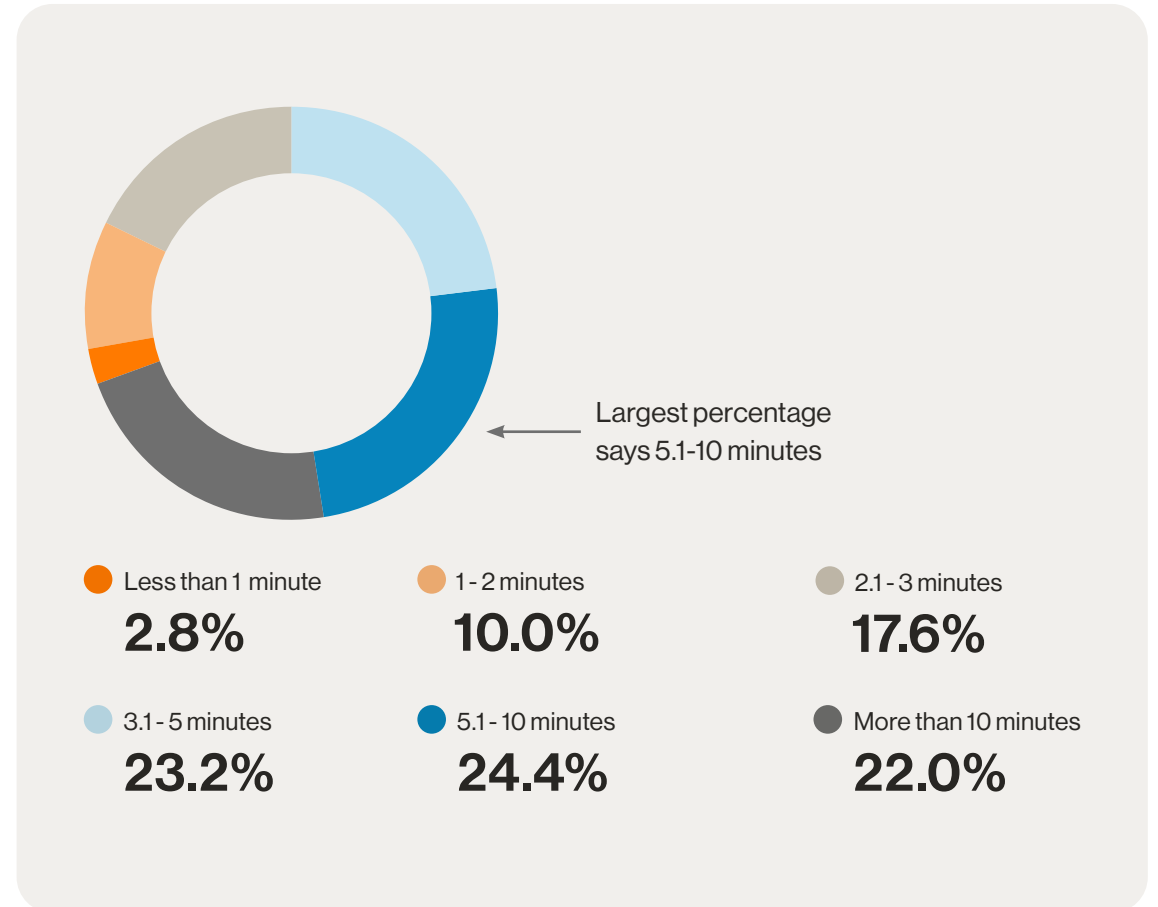


But most consumers report average hold times of three or more minutes

What is the average amount of time you spend on hold when calling a company for service?

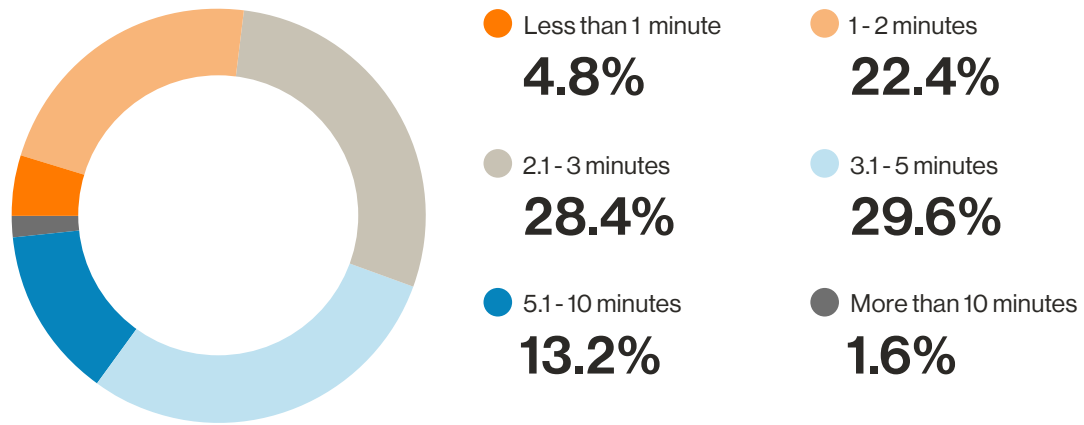
Though companies report an average hold time of 58.3 seconds, less than 3% of consumers say their average hold times fall in this range.

What's acceptable? >50% say hold times shouldn't exceed 3 minutes.

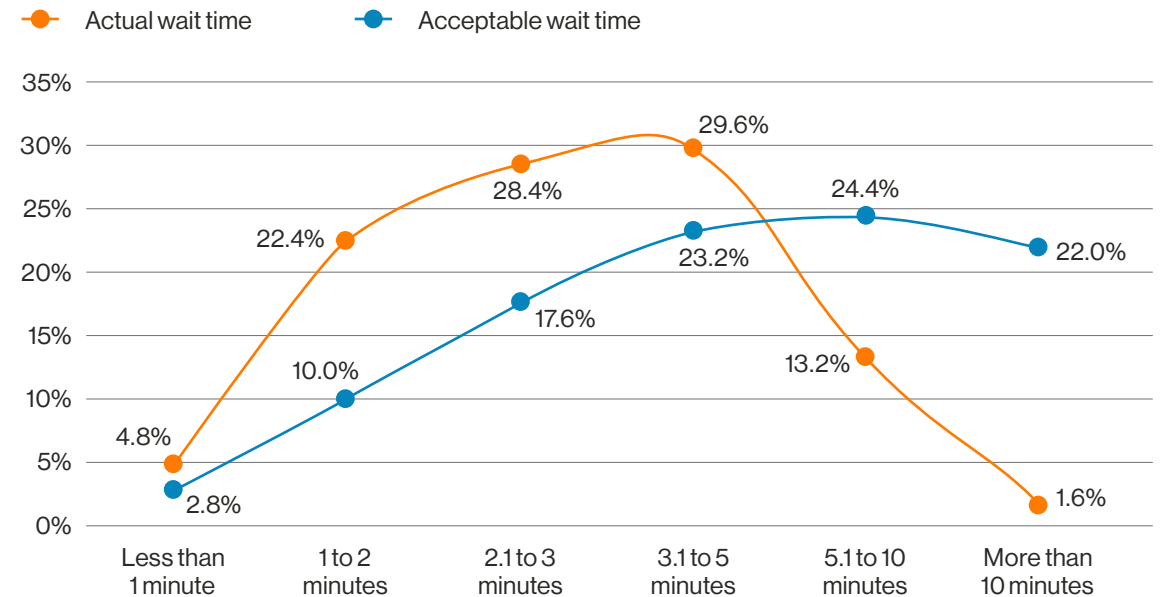


Hold times not acceptable for 46.4% of consumers

What do you feel is an acceptable amount of time to stay on hold when calling a company for service?

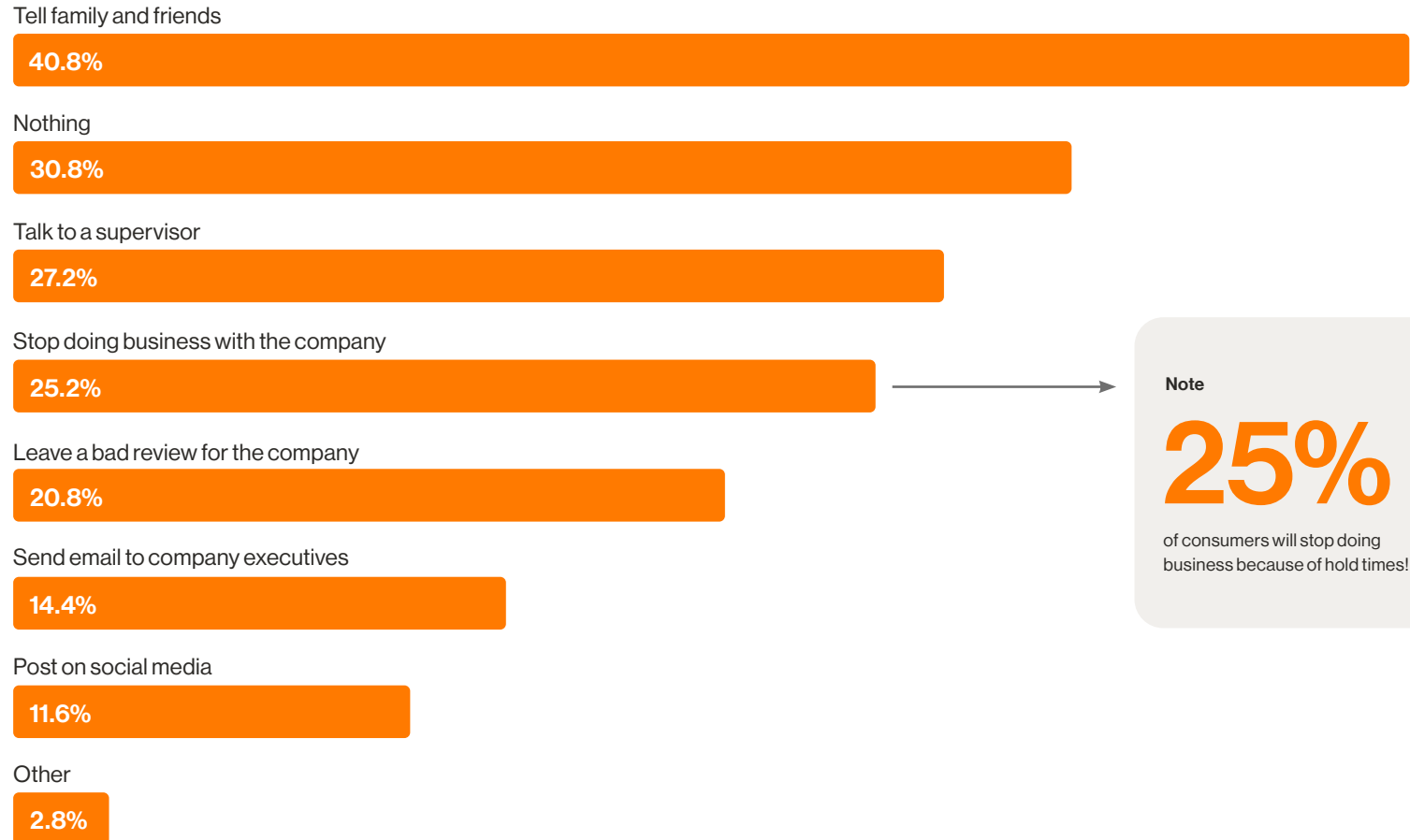


Actual vs. acceptable hold times on voice calls



40.8% share long hold-time incidents with family, friends

What do you do when you have had a poor customer experience relating to long hold times?



Note
25%
of consumers will stop doing business because of hold times!

Only 38% of businesses think their response times need work

How would you describe your company's customer response times?

Average response time for customers calling into the contact center

34.3

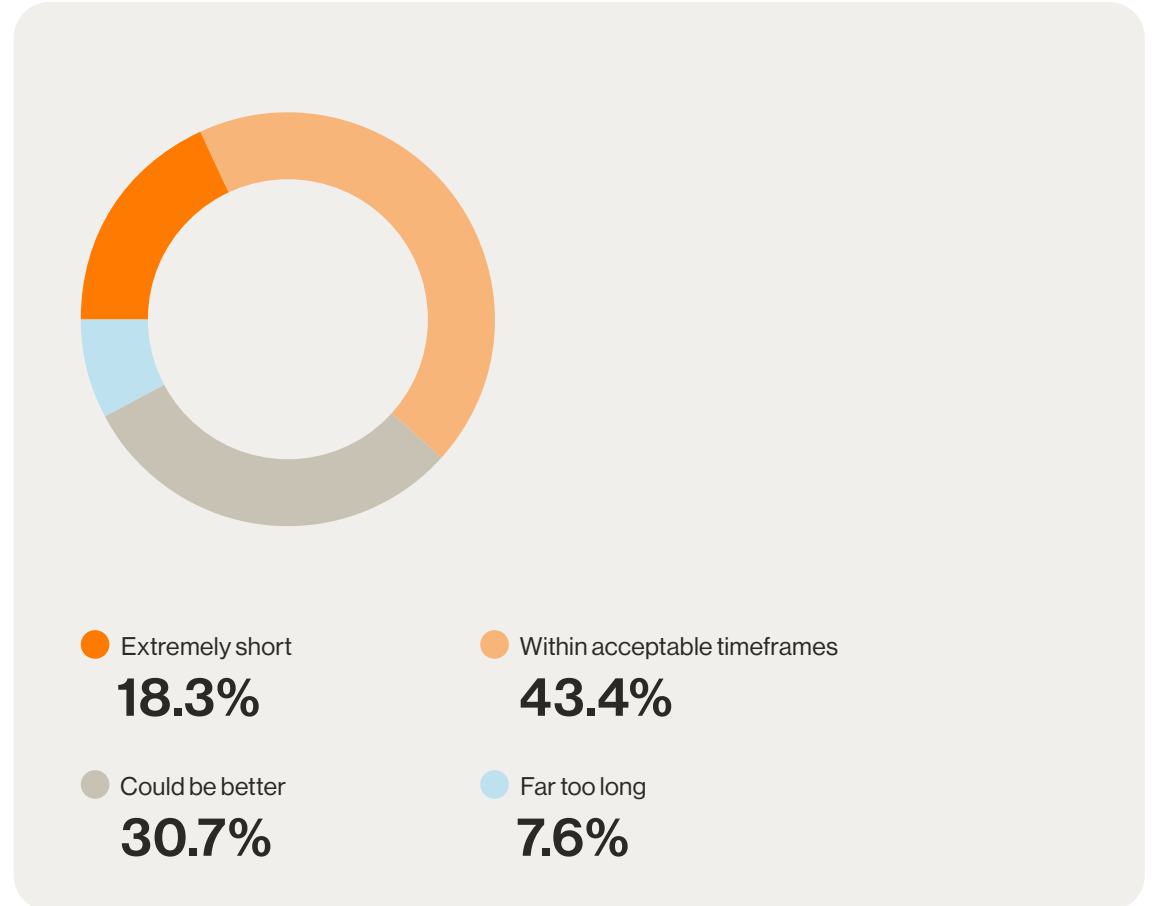
seconds

Average response time for customers texting into the contact center

60.3

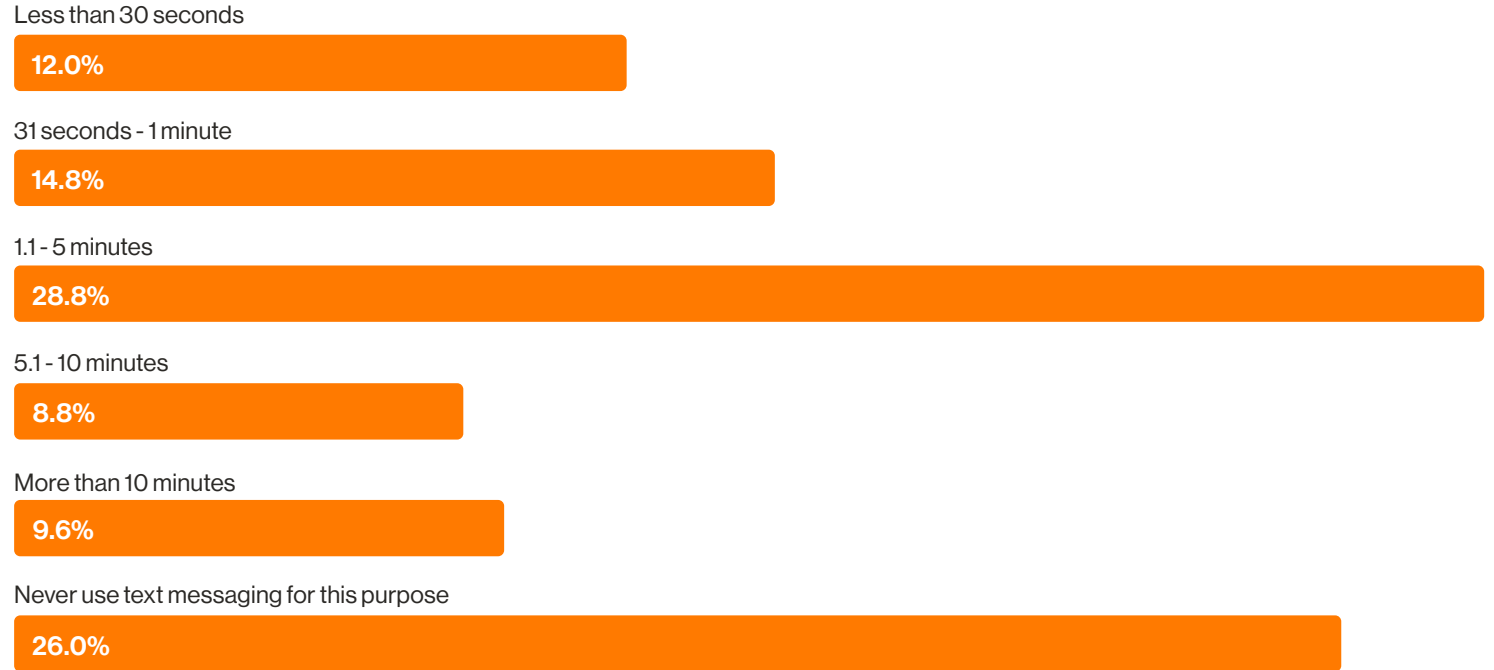
seconds

13.2% of customers, on average, drop out of an interaction before resolution



Only 26.8% of consumers say they wait <1 min. for text responses

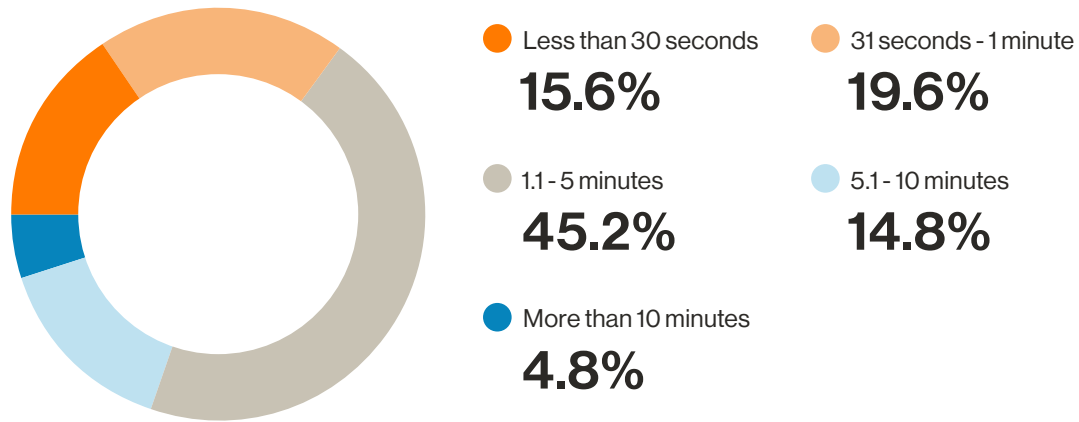
Average time spent waiting for response to text message



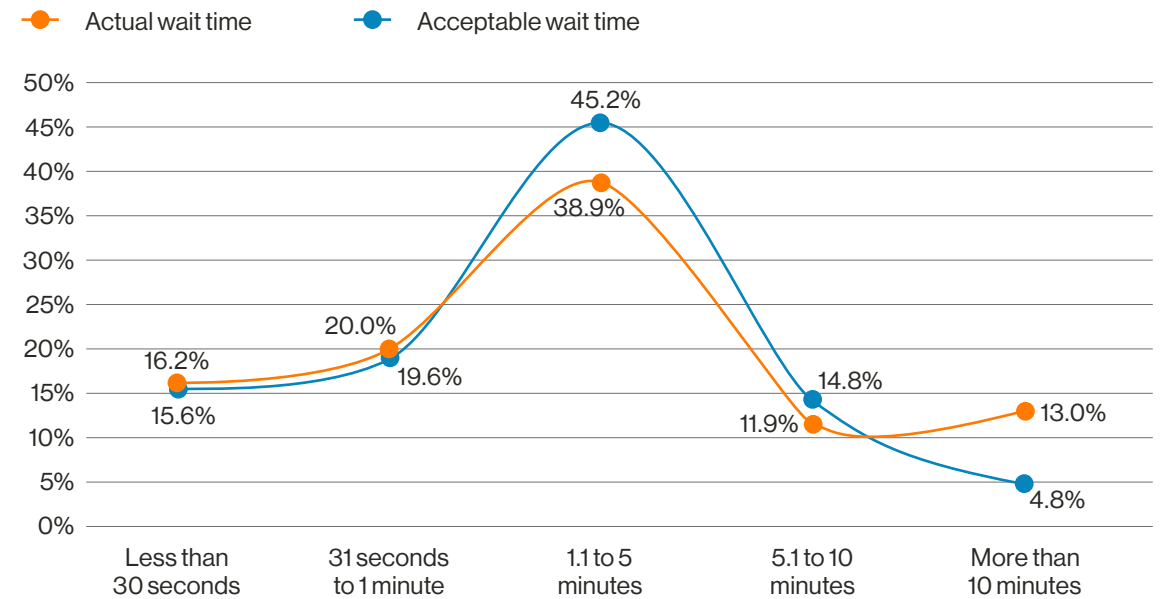
Texting could be via SMS, a business messaging service, webchat, or other.

Most consumers see text response time as acceptable

What do you feel is an acceptable amount of time waiting for a response when text messaging for customer service?



Actual vs. acceptable wait time for text response



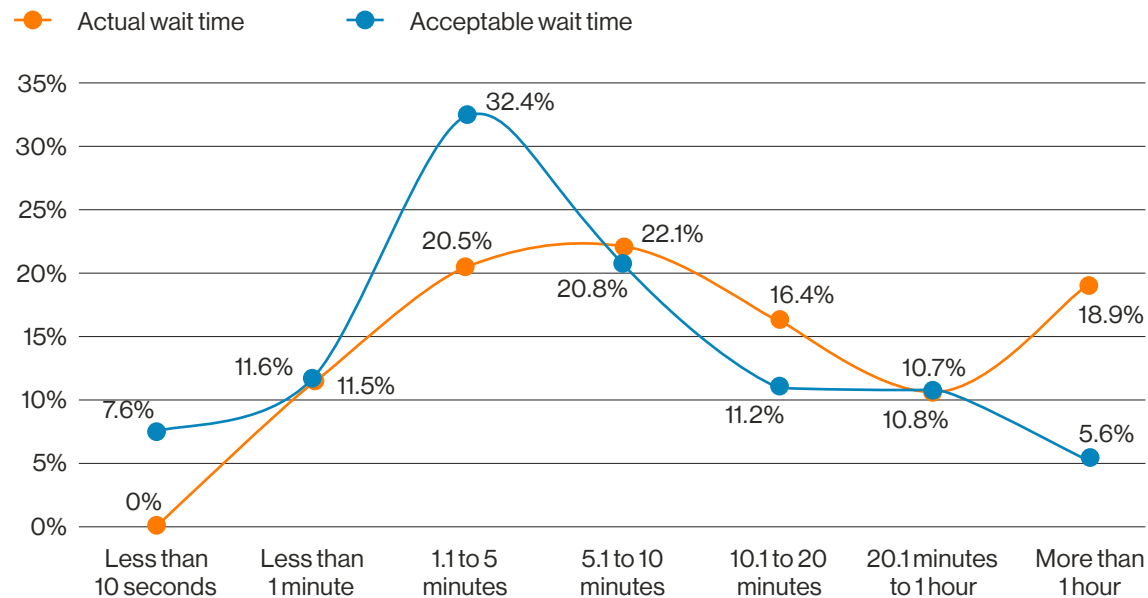
Half don't use social media channels to interact with companies

Average time spent waiting for response via social media channels



Social media response time not acceptable for most

Actual vs. acceptable wait time for social media response



5-minute response on social media most expected by companies, consumers

What is an acceptable response time to a social media inquiry/post that mentions your company?

Less than 10 seconds	5.6%	} 56.6%
10 seconds - 1 minute	21.5%	
1.1 minute - 5 minutes	29.5%	
5.1 minutes - 10 minutes	16.3%	} 28.3%
10.1 minutes - 20 minutes	12.0%	
20.1 minutes - 1 hour	8.4%	} 15.2%
More than 1 hour	6.8%	

What is an acceptable wait time for a response to a social media inquiry/post regarding a company?

Less than 10 seconds	7.6%	} 51.6%
10 seconds - 1 minute	11.6%	
1.1 minute - 5 minutes	32.4%	
5.1 minutes - 10 minutes	20.8%	} 32.0%
10.1 minutes - 20 minutes	11.2%	
20.1 minutes - 1 hour	10.8%	} 16.4%
More than 1 hour	5.6%	

Customer experience by channel

Voice, email net best experiences for consumers

How do you rate your experience using the following interaction channels that companies offer you?

Voice/phone

5.8

Email

5.6

SMS (text)

5.3

Self-service (FAQs, website, etc.)

5.0

Webchat

4.9

Social media interactions

4.8%

Chatbots

3.9

Rated on a 1-7 scale, with 1 being the worst and 7 the best

Lack of time to resolution, frustration cause low ratings

Reasons for low ratings, by channel

	Chatbots	Self-service	Social media interactions	Webchat	SMS (text)	Email
Don't get resolution	59.8%	53.1%	42.2%	40.7%	39.0%	25.0%
Frustration with interaction	62.9%	46.9%	26.7%	25.4%	56.1%	33.3%
Takes too long to get resolution	35.1%	45.3%	40.0%	40.7%	26.8%	69.4%
Technical challenges	14.4%	14.1%	22.2%	20.3%	19.5%	11.1%
Other	7.2%	1.6%	15.6%	10.2%	2.4%	8.3%

Rated on a 1-7 scale, with 1 being the worst and 7 the best

Why so frustrated with chatbots?

70.5%

Have to repeat myself too much

55.7%

Too difficult to get connected to live agent

26.2%

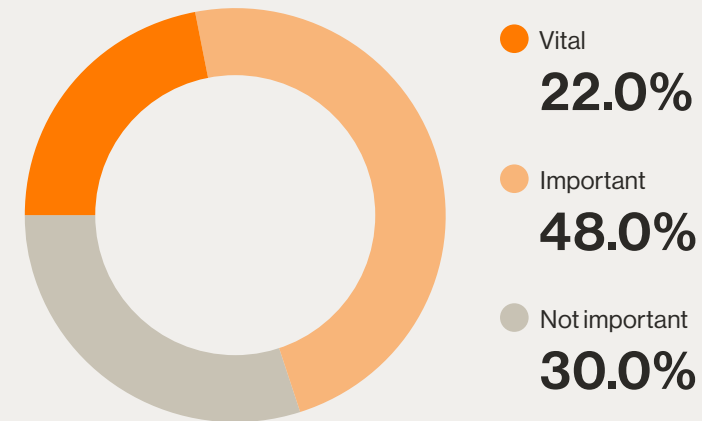
Live agent doesn't have information to resolve issue

Only 22% say digital channels are vital

Importance of Digital Channel Availability, by Age Group

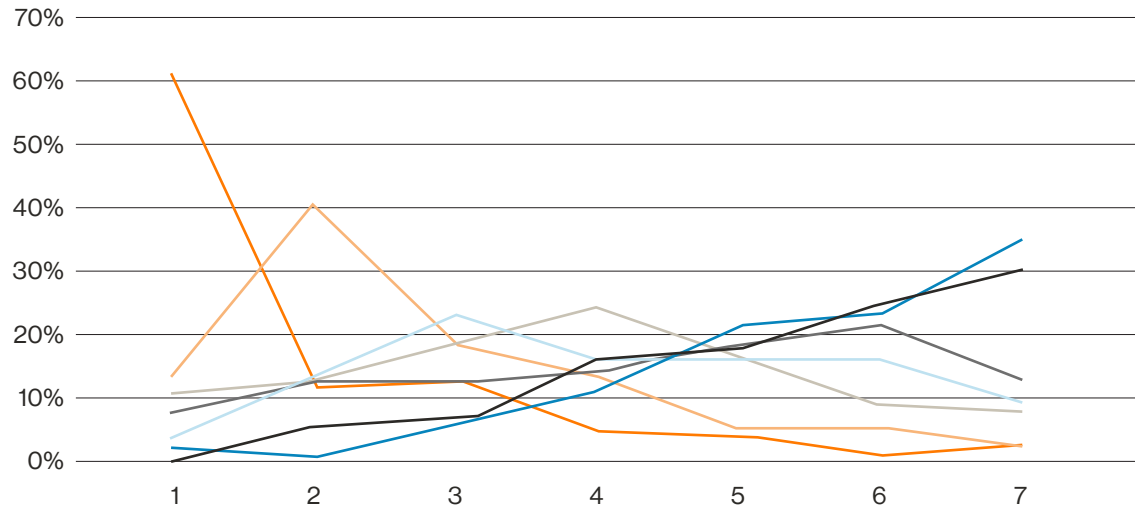
	18-24	25-34	35-44	45-54	55-64	65 or over
Vital	40.0%	34.8%	34.1%	25.0%	21.1%	9.1%
Important	60.0%	65.2%	40.9%	50.0%	45.6%	46.8%
Not important	0.0%	0.0%	25.0%	25.0%	33.3%	44.2%

Availability of digital channels, by importance



Voice tops in importance for customer service interactions

Channels, stack ranked by importance for interacting with companies



- Self-service (FAQs, website, etc.)
- Email
- Chatbots
- Webchat
- SMS (text)
- Social media interactions
- Voice/phone

Participants ranked these seven channels in order of importance to them, with the most important channel earning a ranking of 1 and the least important channel receiving a 7.

Importance average

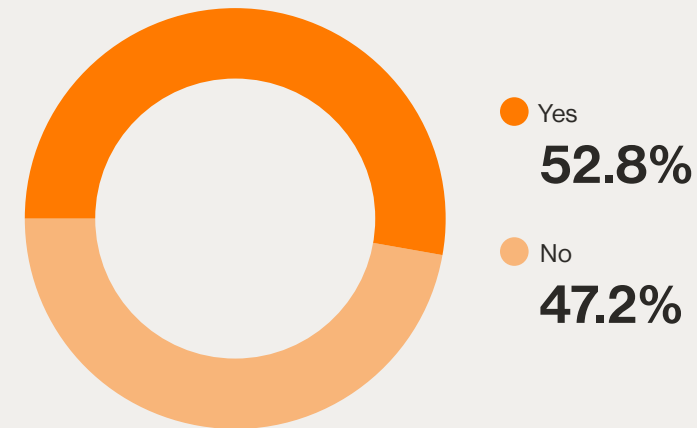
Channel	Average
Voice/phone	2.0
Email	2.9
Self-service (FAQs, website, etc.)	3.8
SMS (text)	4.1
Webchat	4.4
Chatbots	5.4
Social media interactions	5.6

52.8% have left company due to poor service; retail most hit

Which type of organization have you left due to poor customer service?

Retail	34.4%
Cellphone provider	22.9%
Internet provider	16.8%
Automotive service	7.6%
Healthcare provider	6.1%
Financial services company	6.1%
Other	6.2%

Have you stopped doing business with a company because of poor customer service?



Subscription cancellation bigger dollar impact than purchasing elsewhere

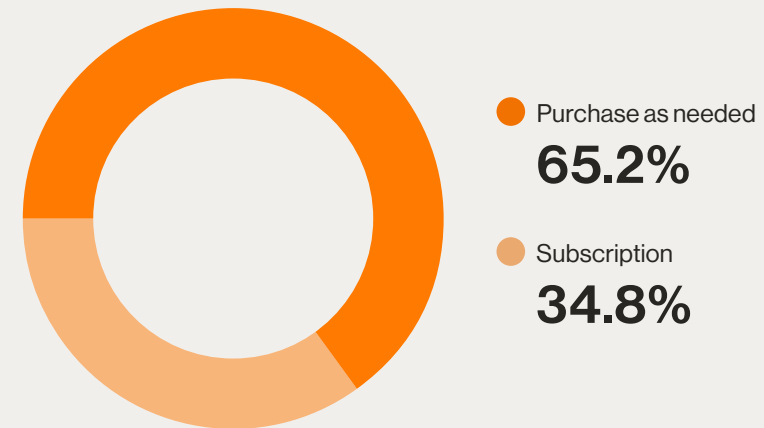
\$699.38

Estimated spending in past year for those who have left company

\$1,152.14

Average spend yearly on subscriptions for those who have left company

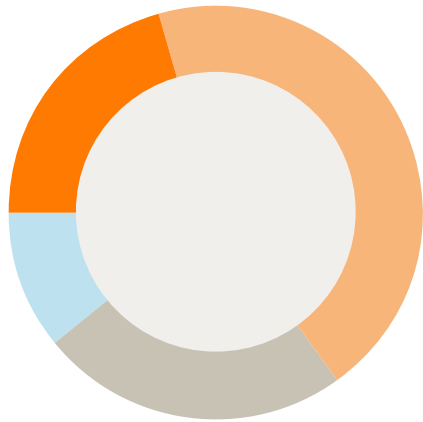
How did you spend money with this company?



24/7 availability expectations

Live agents for select hours + 24/7 chatbots most prevalent

What is the availability to customers who try to reach your company's contact center?



- Live agents available 24/7 **20.8%**
- Live agents available during select hours, and self-service with chatbots available 24/7 **44.4%**
- Live agents available during specific work hours, and no availability outside of those times **24.0%**
- Only have self-service and chatbots available 24/7 (no live agents) **10.8%**



Companies see 24/7 bot availability more vital than live agents

Agent & bot availability, by importance to company

Live agents are available during select hours



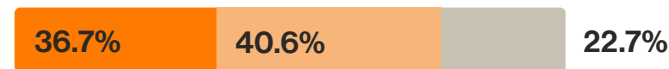
Bots are always available 24/7



Live agents and self-service/bots are available 24/7



Live agents are available 24/7



● Vital ● Somewhat important ● Not important

88.4%

see 24/7 bot availability as vital

76.5%

see 24/7 live agent availability as vital



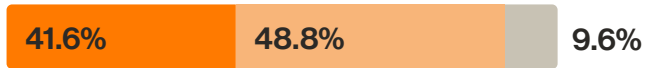
Consumers see 24/7 live agent availability more vital than bots

Agent & bot availability, by importance to consumers

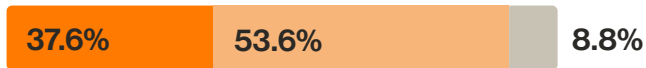
Live agents are available during select hours



Live agents are available 24/7



Live agents and self-service/bots are available 24/7



Bots are always available 24/7



● Vital ● Somewhat important ● Not important

79.2%

see 24/7 live agent availability as vital

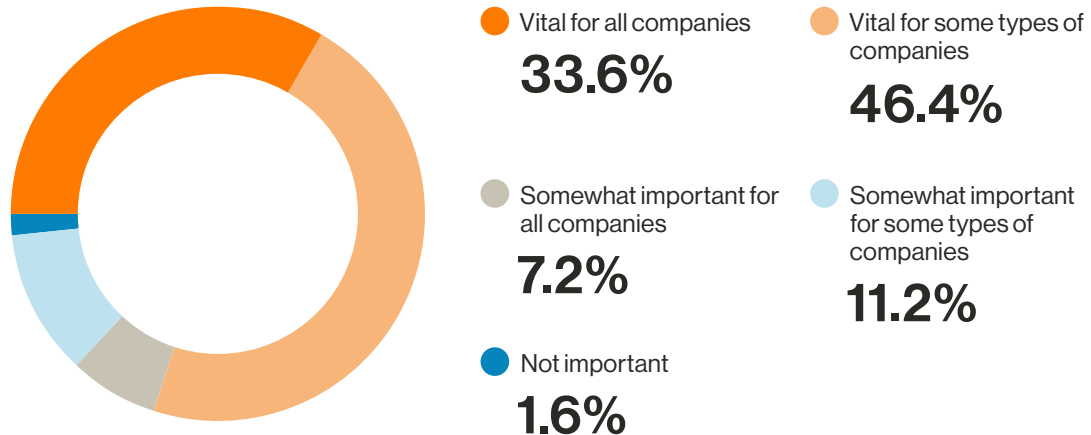
60%

see 24/7 bot availability as vital



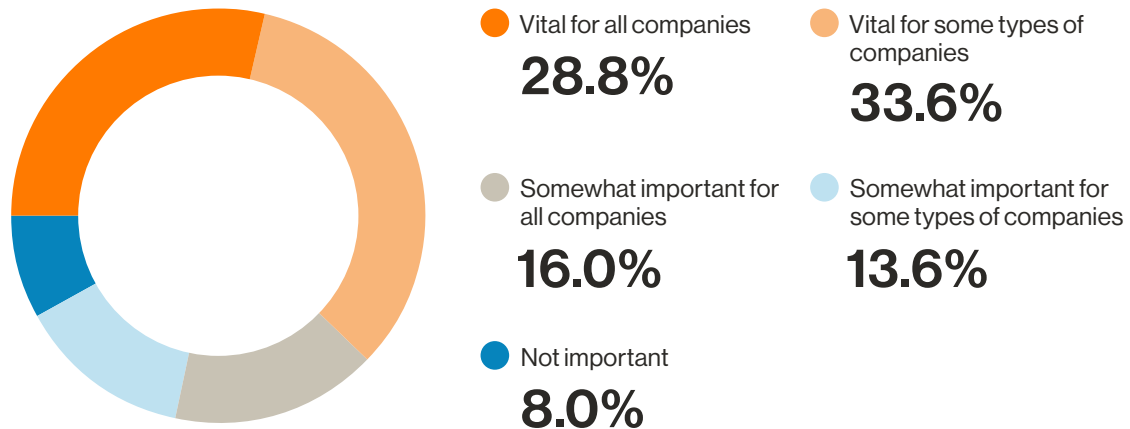
80% of consumers say 24/7 live agent vital for all or some companies

How important is it for companies to have live agents available for you to speak with or text with 24/7?



62.4% of consumers say 24/7 bots vital for all or some companies

How important is it for companies to have self-service, supported by bots, available for you 24/7?



Budget top obstacle to offering always-on experience for 61.7%

Which have prevented your company from having an always-on customer experience?

Budget priorities

61.7%

No demand or desire to offer 24/7 service

43.3%

Complexity

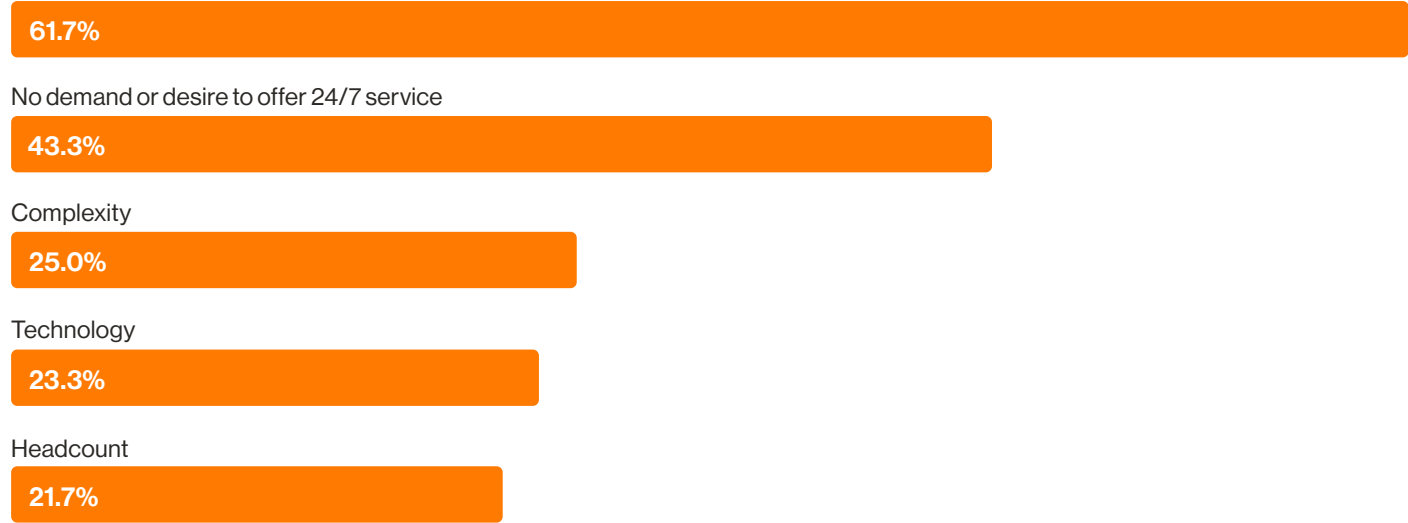
25.0%

Technology

23.3%

Headcount

21.7%



Why no always-on experience, by co. size & vertical

Why no always-on experience, by company size

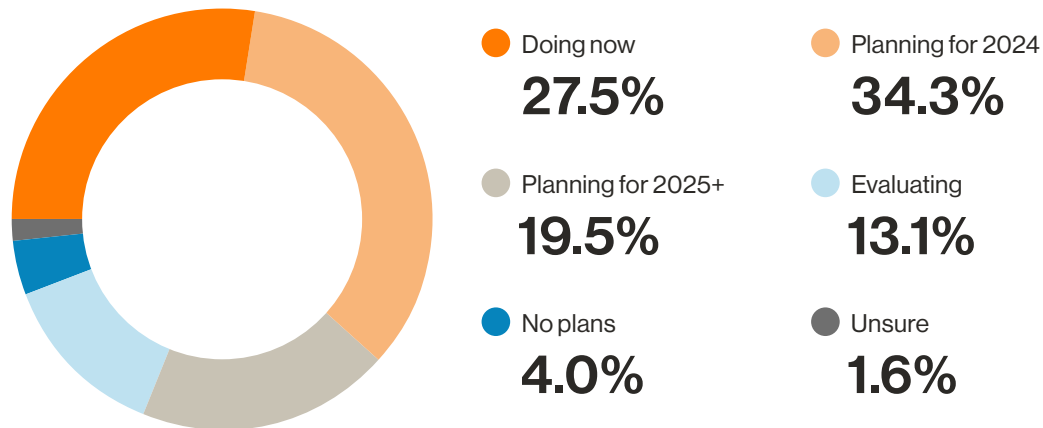
	50 – 250 employees	251 – 500 employees	501 - 1,000 employees
Budget priorities	65.0%	59.1%	30.0%
No demand or desire to offer 24/7 service	25.0%	59.1%	40.0%
Complexity	30.0%	27.3%	20.0%
Technology	35.0%	9.1%	30.0%
Headcount	25.0%	13.6%	30.0%

Why no always-on experience, by vertical

	Education	Financial Services	Healthcare	Transportation	Retail
Budget priorities	40.0%	57.1%	68.8%	66.7%	100.0%
No demand or desire to offer 24/7 service	60.0%	42.9%	43.8%	22.2%	33.3%
Complexity	26.7%	28.6%	12.5%	44.4%	16.7%
Technology	26.7%	28.6%	12.5%	33.3%	16.7%
Headcount	33.3%	14.3%	12.5%	22.2%	33.3%

Automatic callback services adoption on the rise

What are your company's plans to offer automatic callback services?



Companies that have limited or no 24/7 experience...

More than 3/4 of consumers value automatic callback as either:

- Vitaly important for all companies

44.8%

- Vital for some types of companies

31.6%

Additionally,

20.4%

say it's somewhat important for all or some types of companies.

Email top default when consumers can't reach live agent off-hours

If you can't reach a live agent during off-hours, what do you do?

Send email

52.4%

Search the website for answers

44.4%

Try to use self-service

42.0%

Find a different company that can address my issues at that time

15.2%

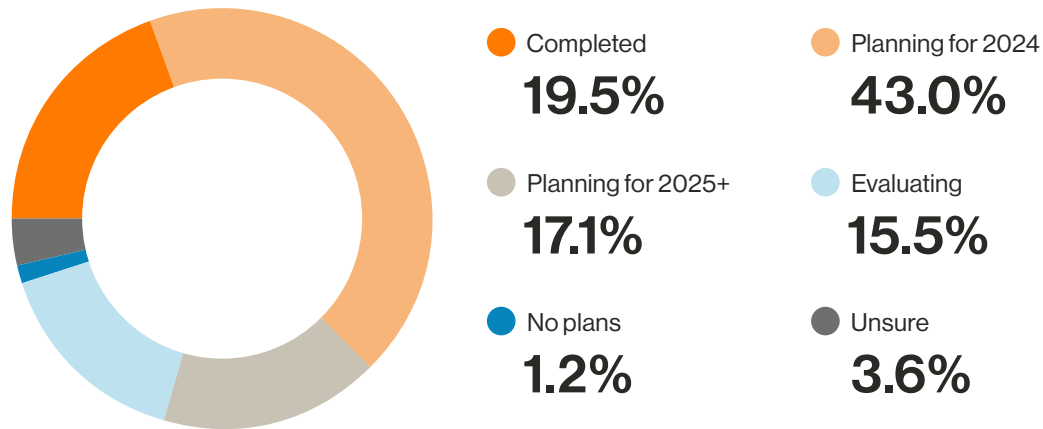
Other

10.0%

CCaaS-UCaaS integration

62.5% have or planning UC-CC integration for 2024

What are your company's plans to integrate your employee collaboration tools and customer interaction tools?



Integration leads to key performance indicator (KPI) improvements

Of those companies that already have adopted, almost all—98%—say an integrated communications platform helps:

- Resolve customer issues more quickly (i.e., reduce average handle time KPI)

38.2%

improvement in AHT

- Remedy more customer issues on the first call (i.e., improve first call resolution KPI)

47.9%

improvement in FCR

Improving customer service biggest benefit of integrating UCaaS/CCaaS

Which of the following are benefits of an integrated UCaaS/CCaaS platform to your company?

Improve customer service

53.5%

Reduce customer hold times

48.5%

Ability to chat with an expert while trying to resolve a customer issue

43.0%

Improve first-contact resolution

43.0%

Lower costs/bundled pricing

42.5%

Consistent user interface

36.0%

Common analytics across both platforms

36.0%

Use video or screen sharing on a customer call

27.5%

Connect a non-contact center expert to a call or video

26.5%

Leverage agent/supervisor knowledge in other departments

22.5%

Customer ratings, employee efficiency top success measures of integrated platform

How does your company measure success of the integrated platform?

Customer ratings (i.e., CSAT, NPS, CES, etc.)

75.5%

Employee efficiency

71.4%

Employee satisfaction

42.9%

Revenue

36.7%

Costs

36.7%

Agent retention

34.7%

Demographics

Company participants, by role

Which of the following reflects your role in the purchase or use of customer communications and experience technologies within your organization?

I operate systems/services/applications

30.7%

I influence buying decisions

34.7%

I am part of a team that makes final buying decisions

49.4%

I make buying decisions solely

31.1%



Company participants, by job title & work function

Participant, by job title

Executive management (Csuite, president, etc.)	15.5%
Senior VP/VP	4.0%
Senior director/director	25.5%
Manager	23.9%
Engineer/architect	2.8%
Software developer	5.2%
Contact center agent	6.4%
Knowledge worker	7.6%
Field-service worker	2.4%
Front-line worker	4.4%
Other staff member	1.6%
Other	0.8%

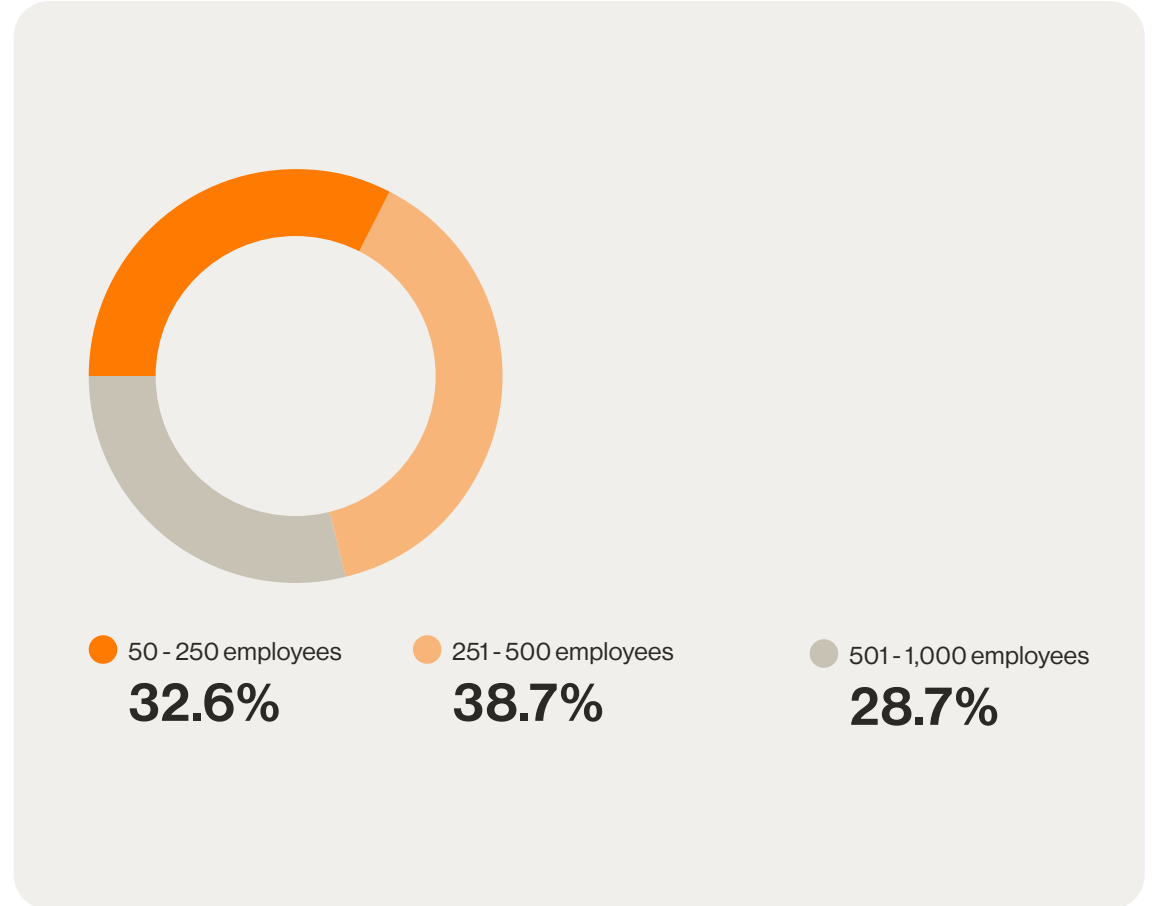
Participant, by work function

General executive	12.0%
Sales	3.6%
Marketing	4.0%
Customer service	14.7%
Information technology (IT)	39.0%
Information security	5.2%
Vertical specific (i.e., professor, physician, etc.)	4.0%
Legal	0.8%
Human resources	13.5%
Other	3.2%

Company participants, by industry & company size

Company participants, by industry

Education	25.1%
Financial services	24.3%
Healthcare	17.5%
Transportation	17.1%
Retail	15.9%



Consumer demographics: age, income, gender, marital status, education

Consumers, by age

18-24	2.0%
25-34	9.2%
35-44	17.6%
45-54	17.6%
55-64	22.8%
65 or over	30.8%

Consumers, by gender

Male	43.2%
Female	56.8%

Consumers, by education

Some high school	3.6%
High school graduate	24.0%
Associate degree/some college	31.6%
Bachelors degree	24.4%
Masters degree or higher	16.0%

Consumers, by marital status

Single	49.6%
Married	48.0%
Prefer not to say	2.4%

Consumers, by income

Less than \$20,000	13.2%
\$20,000 to \$34,999	12.8%
\$35,000 to \$49,999	16.8%
\$50,000 to \$74,999	28.4%
\$75,000 to \$99,999	12.0%
\$100,000 or more	13.6%
Prefer not to say	3.2%

About RingCentral

RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.