

**eGain**

**Benchmark  
Portal** 

# State of Contact Center Knowledge

Findings from survey of US contact center agents  
June 2022

*easy* with eGain 







Since its beginnings in 1995 at Purdue University, BenchmarkPortal has grown to be the global leader in Contact Center Benchmarking, Certification, Training and Consulting.

We now host the world's largest contact center metrics database.

Our team of professionals is recognized internationally for contact center expertise and innovative approaches to best practices.





# About eGain



**Founded:** 1997

## **Headquarters**

Sunnyvale, CA USA

Offices in EMEA and APAC

## **What we do**

Customer engagement automation

- Digital engagement
- Artificial Intelligence
- **Knowledge management**
- Analytics

## **Industry focus**

Enterprise B2C

Financial services, telco, retail, health, government

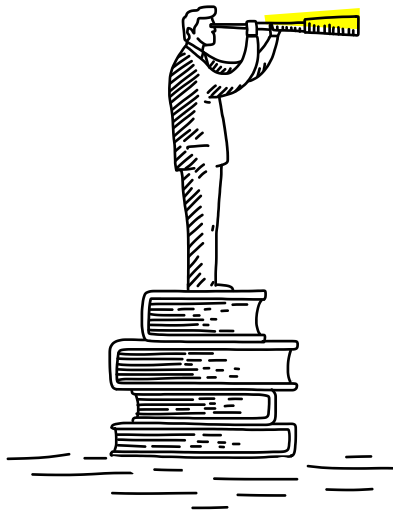
# Survey Snapshot

## Industries Covered

Retail: 14%  
Insurance: 19%  
Banking and Financial Services: 7%  
Government: 3%  
Telco: 7%  
Manufacturing: 21%  
Other: 29%

## Agent Tenure

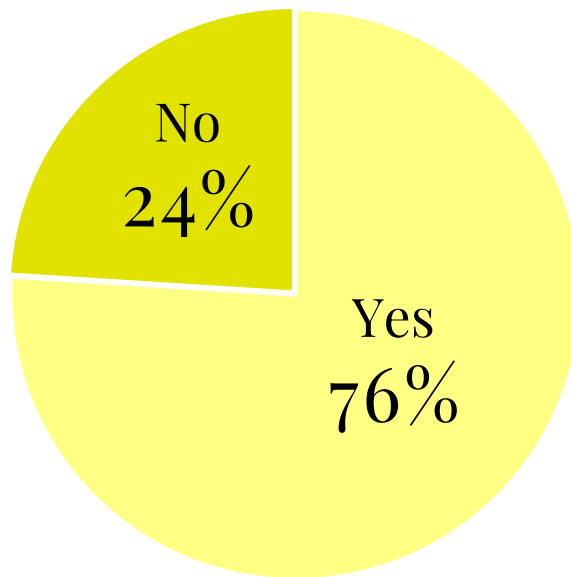
<1 year: 16%  
1-3 years: 20%  
3-5 years: 20%  
5-10 years: 19%  
>10 years: 26%



# 456

Respondents  
Online Survey  
Conducted on  
May 2022

# Do you work from home?

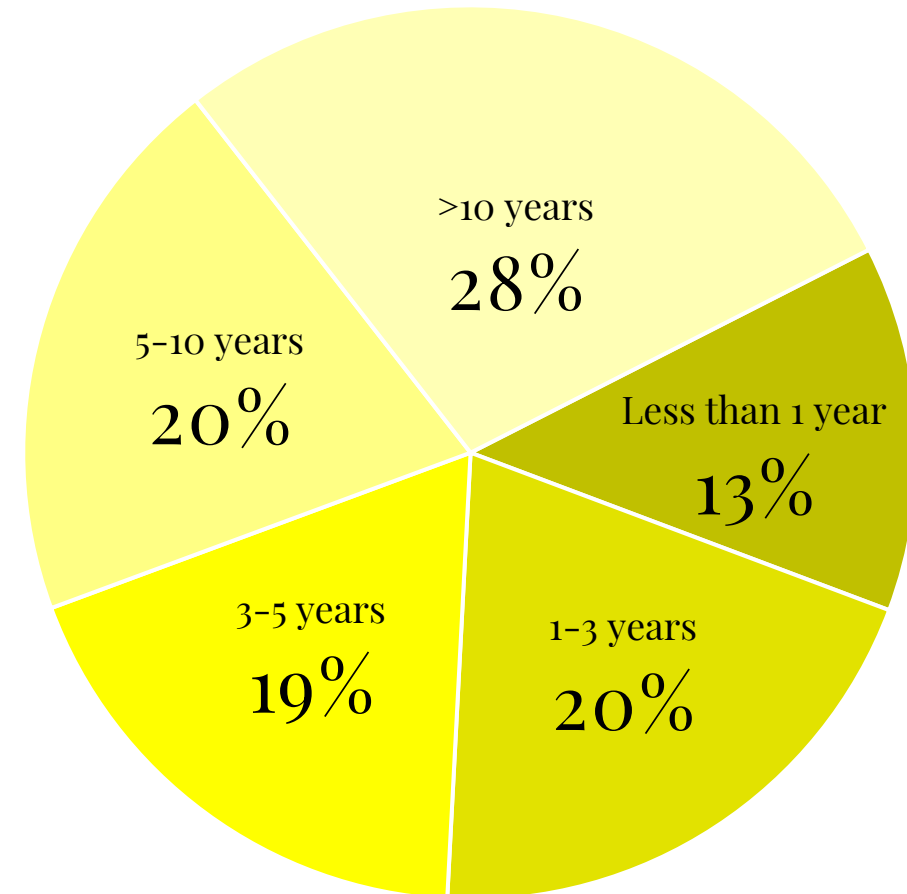


Industry	Yes	No
Retail	62%	38%
Insurance	89%	11%
Banking & Financial	84%	16%
Government	67%	33%
Telco	83%	17%
Manufacturing	86%	14%
Other	71%	29%

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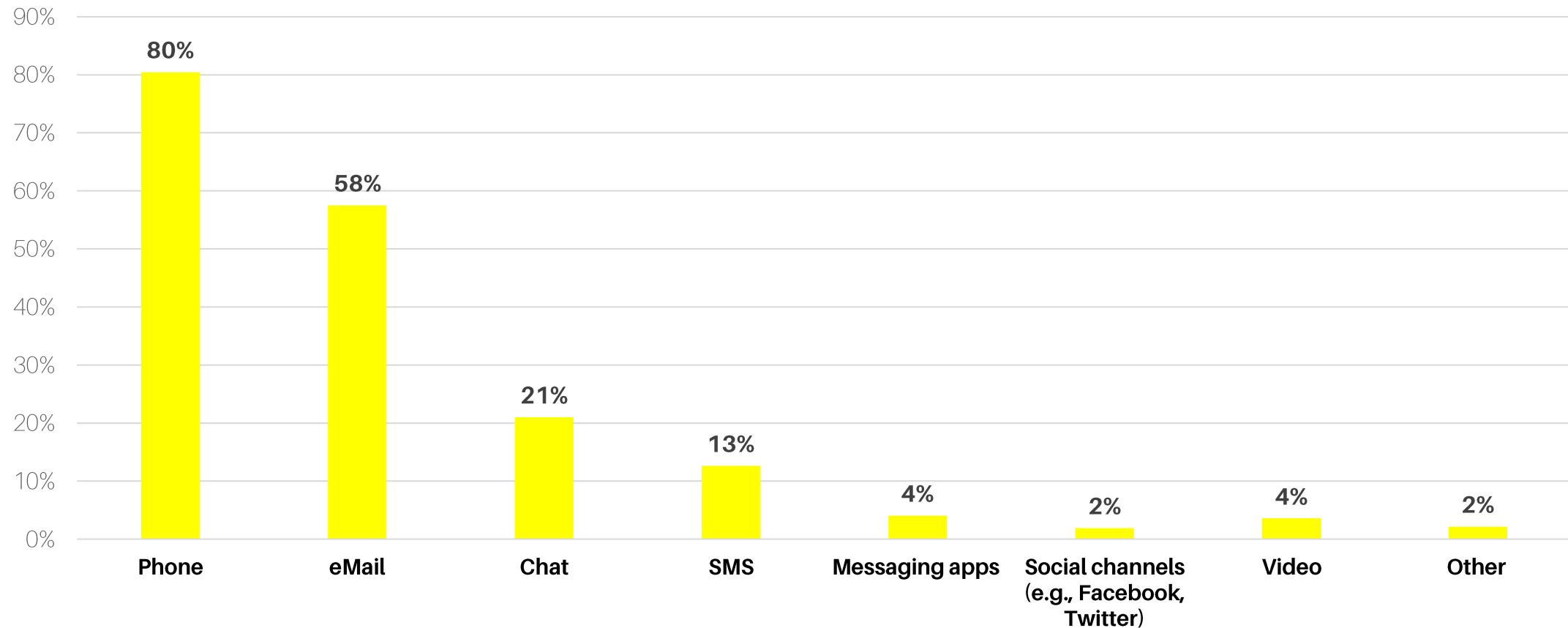
- Remote or hybrid work still very prevalent even as pandemic becomes endemic
- Requires robust **knowledge-based guidance** since there is no “next cube” for answers

**How long have you  
worked in contact centers  
(for any employer)?**

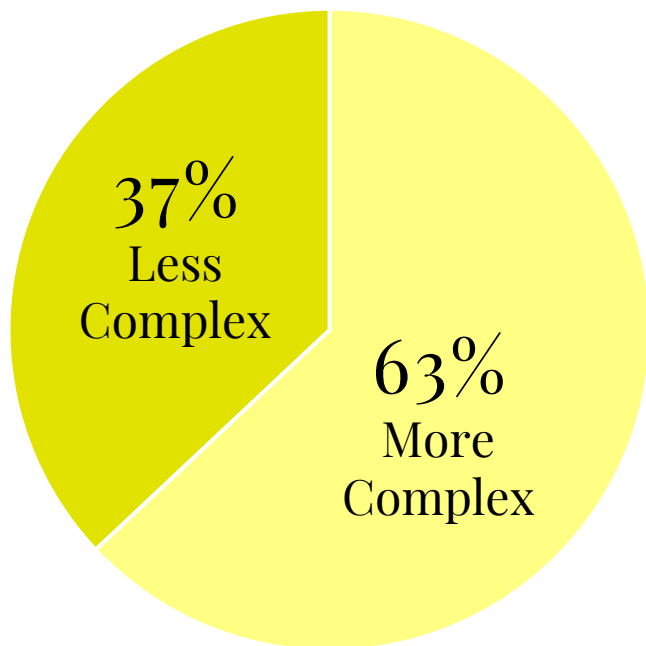


# Through which channels do you personally deliver customer service?

Select all relevant choices.



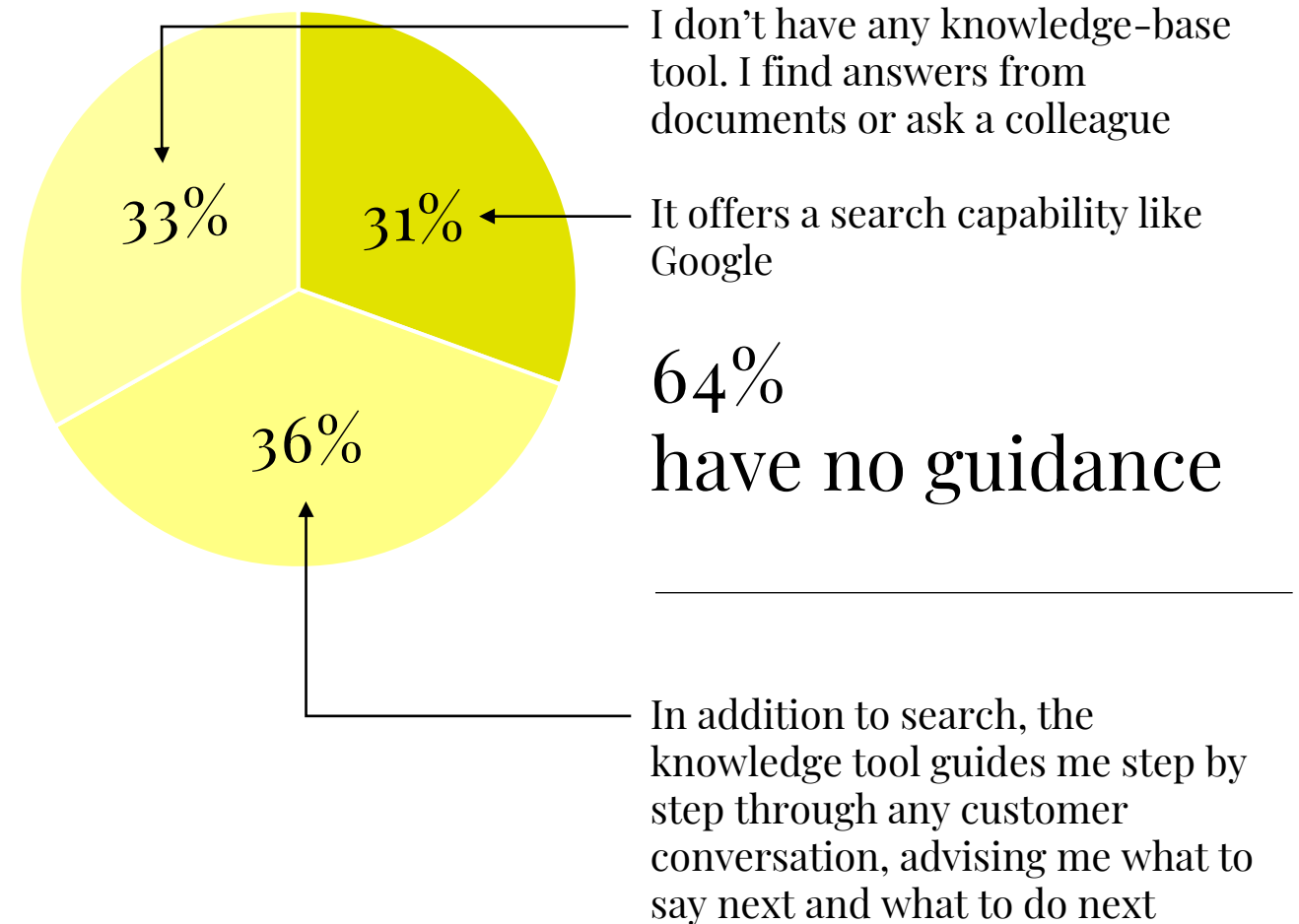
**Thinking about the complexity level of customer inquiries that you handle, would you say they are getting...**



Industry	More Complex	Less Complex
Retail	61%	39%
Insurance	66%	34%
Banking & Financial	53%	47%
Government	58%	42%
Telco	71%	29%
Manufacturing	67%	33%
Other	62%	38%



## Which of the following apply to the knowledge base tool that you use?



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As queries get more complex, it is concerning that 64% do not have knowledge guidance. Problem and opportunity for modern KM.

# Which of the following apply to the knowledge base tool that you use?

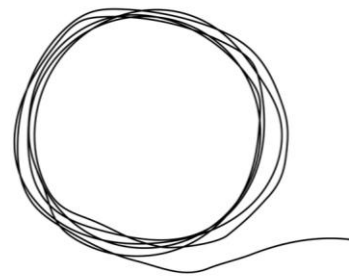
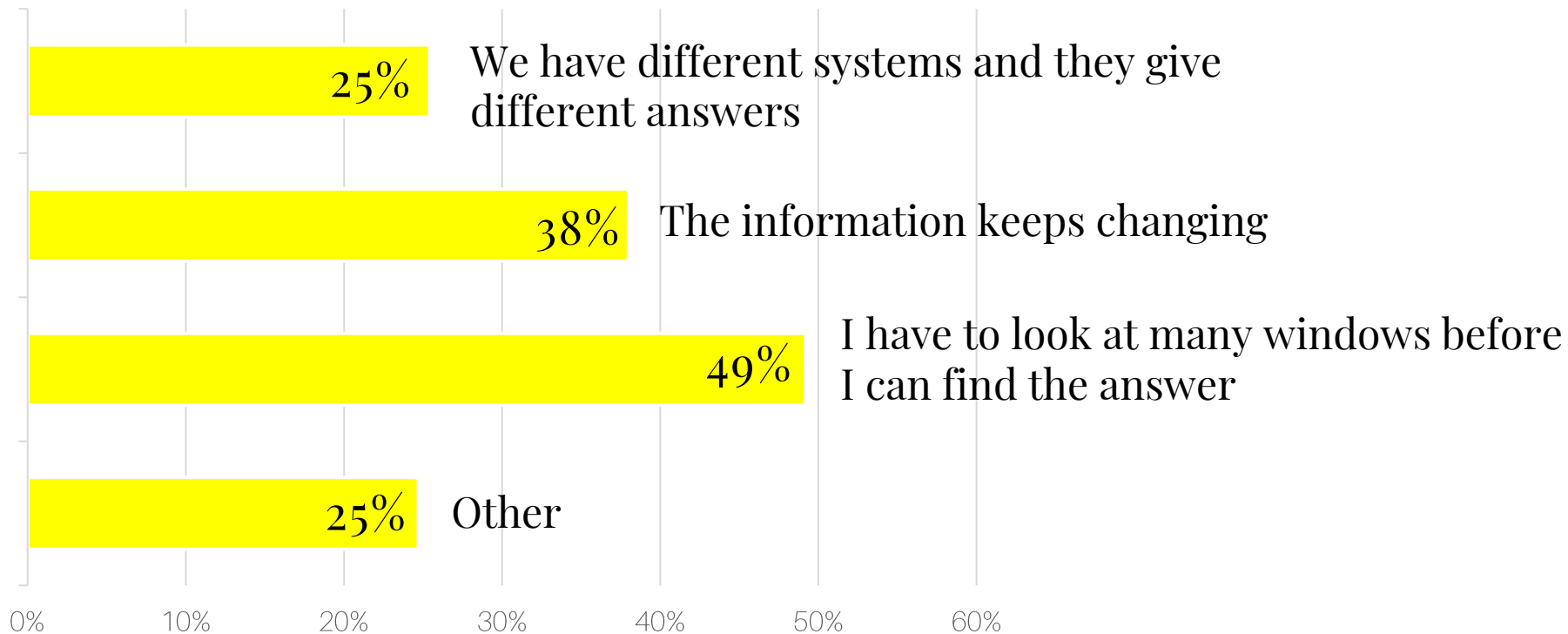
Answer Choices	Retail	Ins.	Banking /Fin	Govt	Telco	Mfg.	Other
It offers a search capability like Google	32%	27%	23%	33%	43%	27%	33%
In addition to search, the knowledge tool guides me step by step through any customer conversation, advising me what to say next and what to do next	35%	36%	58%	33%	47%	32%	32%
I don't have any knowledge-base tool. I find answers from documents or ask a colleague	32%	37%	19%	33%	10%	40%	35%

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**Banking is ahead** likely because of product complexity, compliance requirements, and stiff penalties for compliance violations

# What is your biggest problem in finding solutions for customers?

Select all relevant choices.





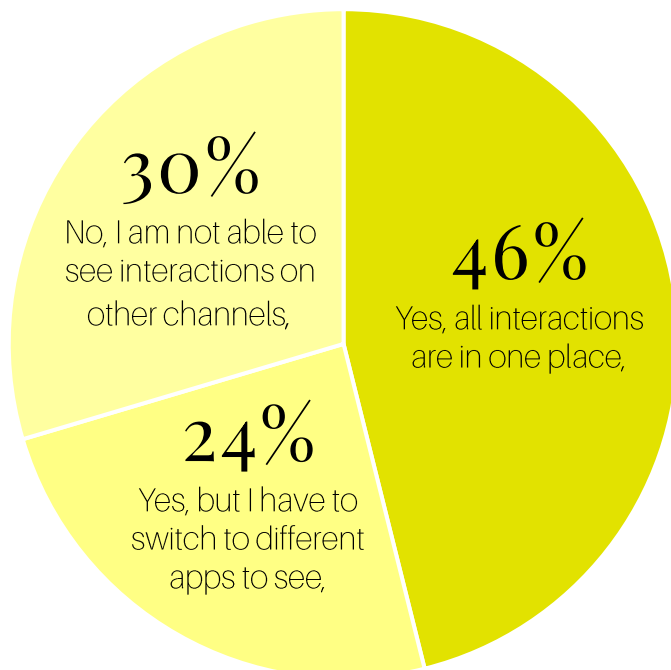
# What is your biggest problem in finding solutions for customers?

Select all relevant choices.

Answer Choices	Retail	Ins.	Banking /Fin	Govt	Telco	Mfg.	Other
We have different systems and they give different answers	18%	24%	31%	38%	29%	20%	23%
I have to look at many windows before I can find the answer	45%	51%	59%	38%	51%	42%	44%
The information keeps changing	44%	39%	38%	25%	27%	30%	38%
Other (please specify)	29%	26%	13%	25%	11%	23%	27%



**Can you easily see prior customer interactions that happened on a channel different from the one you are handling at any given time?**

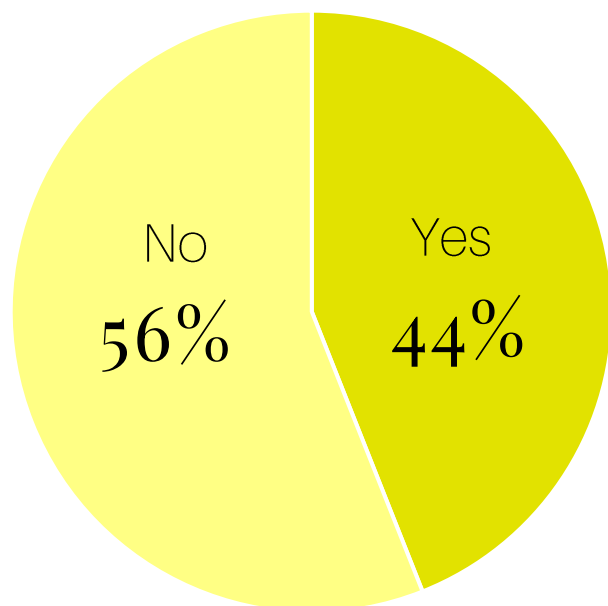


Industry	Yes, all interactions are in one place	Yes, but I have to switch to different apps to see	No, I am not able to see interactions on other channels
Retail	53%	20%	27%
Insurance	47%	24%	29%
Banking & Financial	59%	32%	09%
Government	38%	25%	38%
Telco	63%	32%	05%
Manufacturing	42%	15%	43%
Other	39%	30%	30%

“

360 view of interactions reduces customer effort (no need to repeat context) and feeds more context for faster knowledge-based resolution. Yet 54% do not have 360 view. Problem and opportunity for a unified conversation hub.

**If your company offers online self-service (e.g., chatbot, other forms of online self-service), are you able to see these self-service interactions that a customer just completed before being escalated to you?**



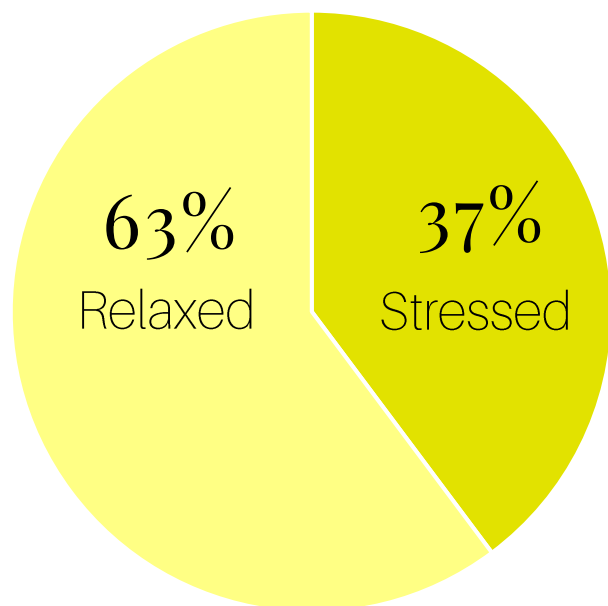
Industry	Yes	No
Retail	50%	50%
Insurance	33%	67%
Banking & Financial	54%	46%
Government	30%	70%
Telco	67%	33%
Manufacturing	33%	67%
Other	49%	51%

“

Standalone chatbots without context-aware integration with live agent chat is a common customer complaint. Yet 56% have no such integration. Problem and opportunity for a conversation hub, powered by a centralized knowledge hub.



**Describe how you feel  
when the customer asks  
you a somewhat complex  
or complex question?**

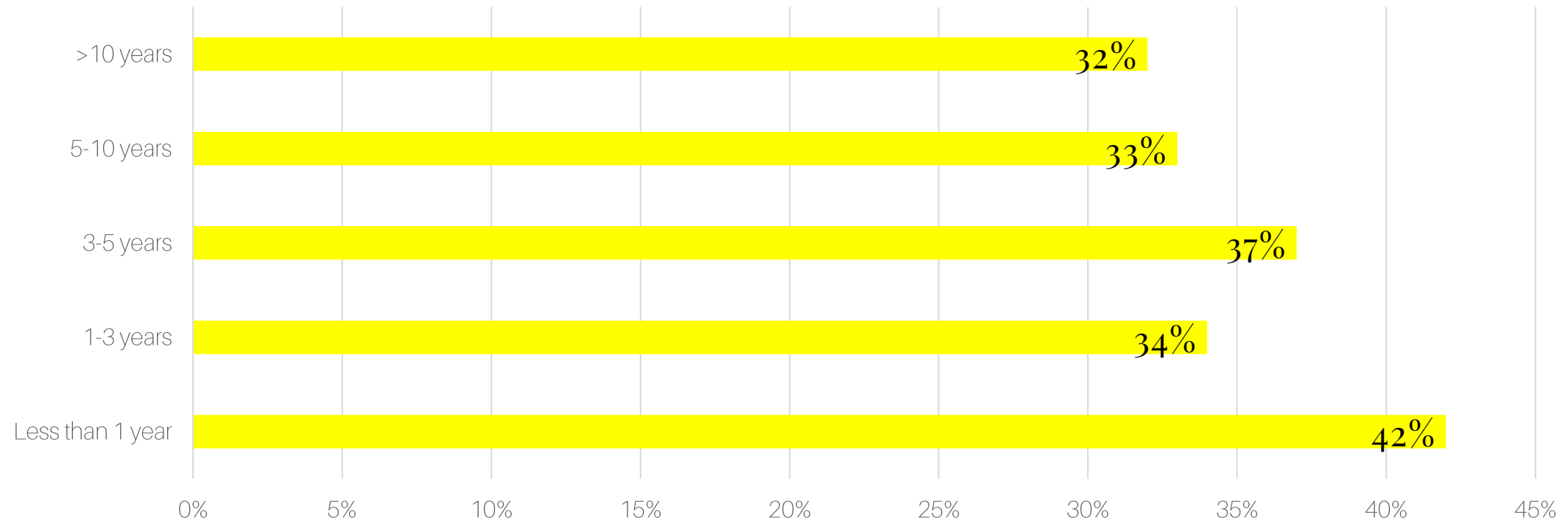


Industry	Stressed	Relaxed
Retail	37%	63%
Insurance	44%	56%
Banking & Financial	34%	66%
Government	50%	50%
Telco	30%	70%
Manufacturing	34%	66%
Other	36%	64%

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Agent stress is not good for the agent or the customer. As easy queries get automated, stress levels will only go up. Time to equip them with modern knowledge!

# Stress Level by Agent Experience Level



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Novice agents experience 31% more stress. 32% of tenured agents are also stressed, which indicates even veterans are getting stumped by query complexity. Modern KM can help agents of all experience levels!

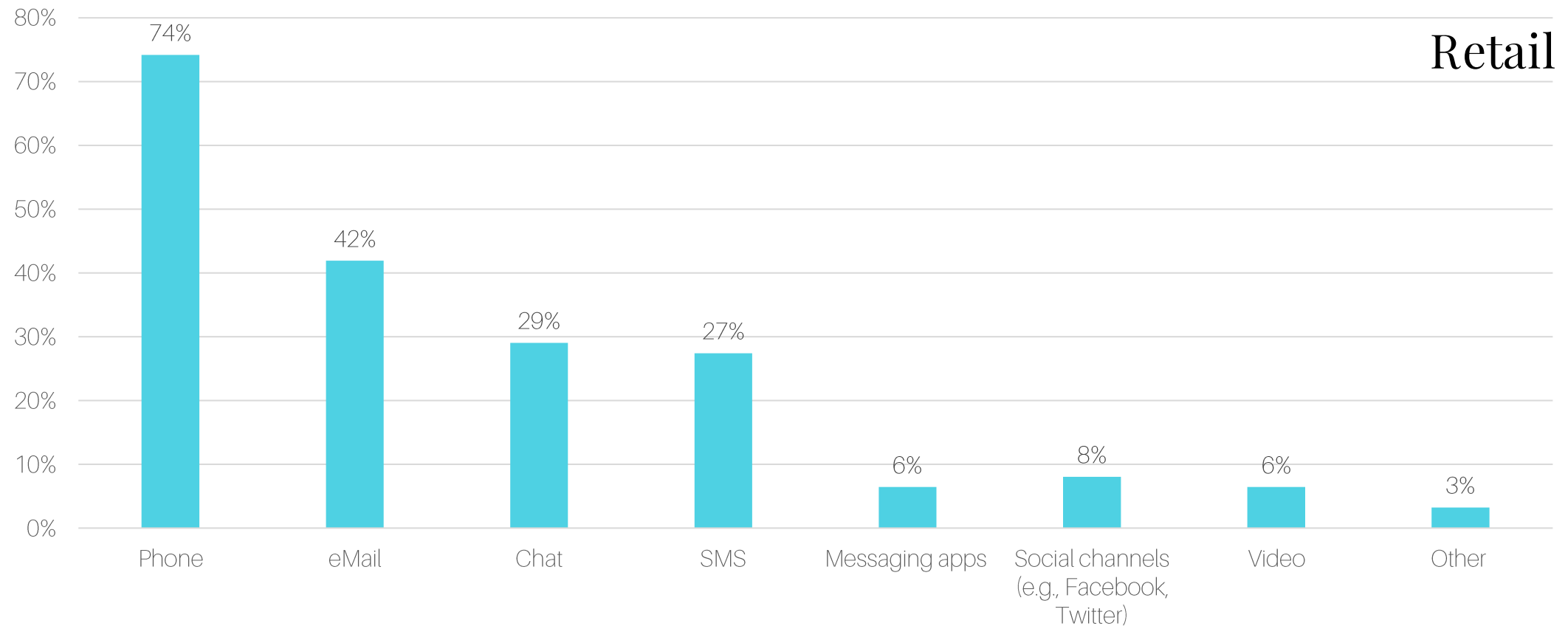
# APPENDIX





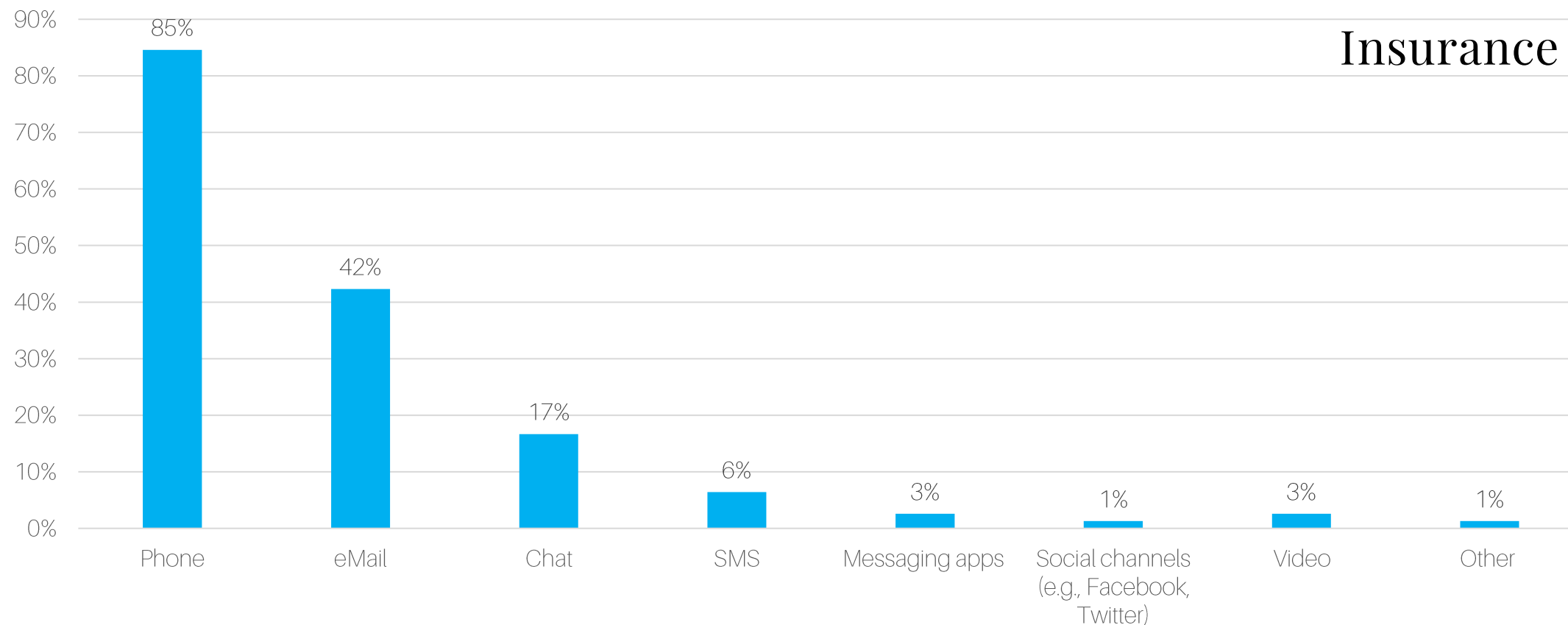
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Select all relevant choices.



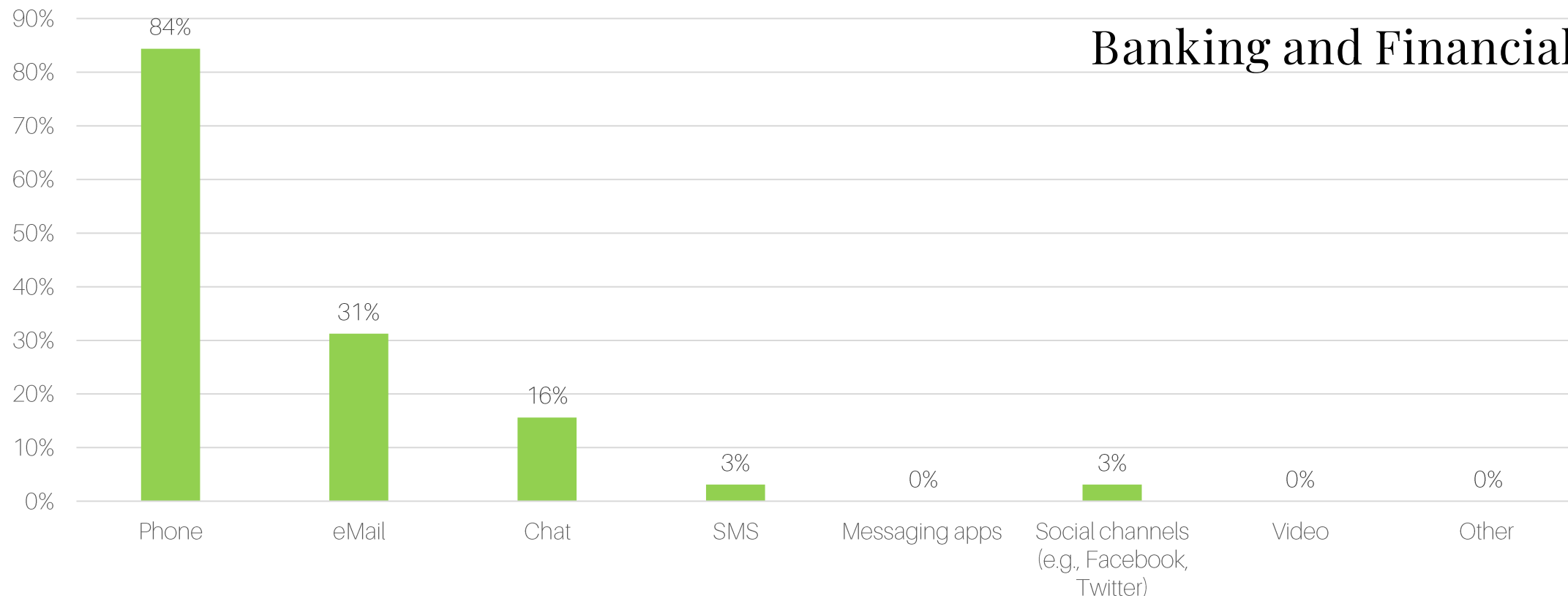
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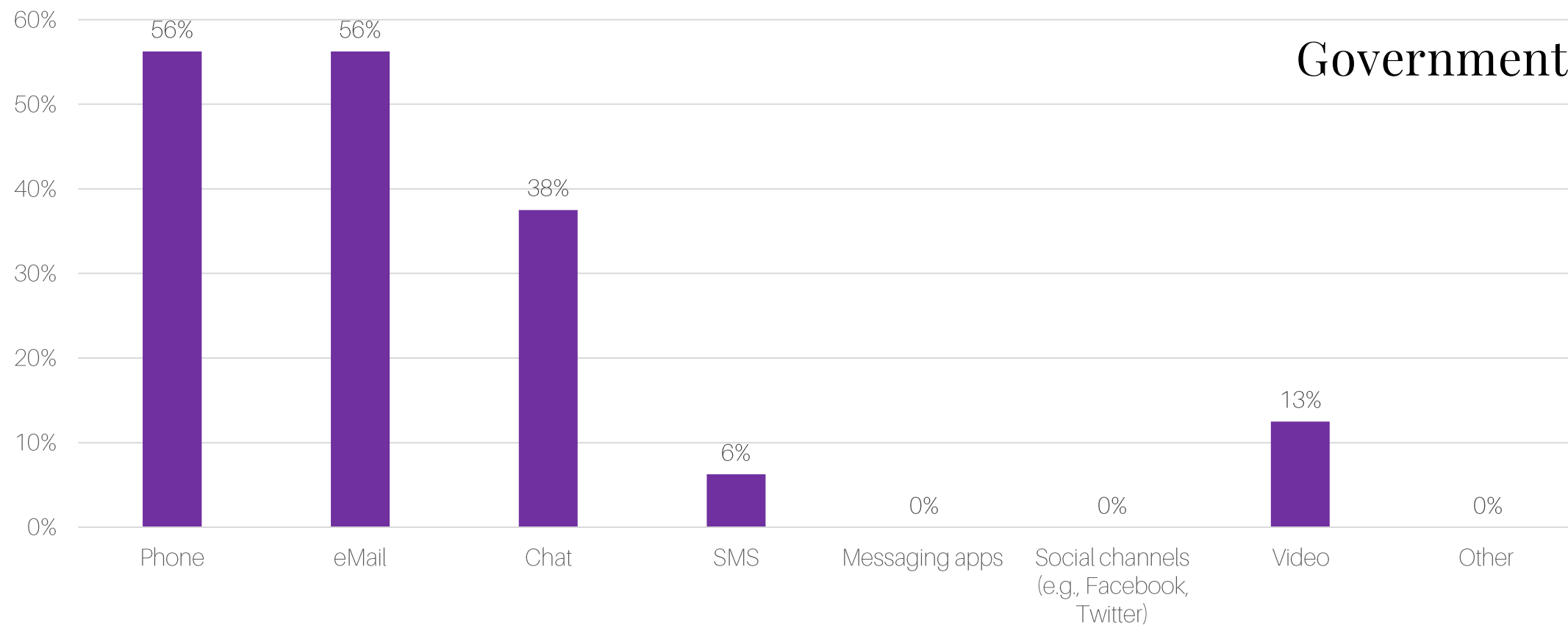
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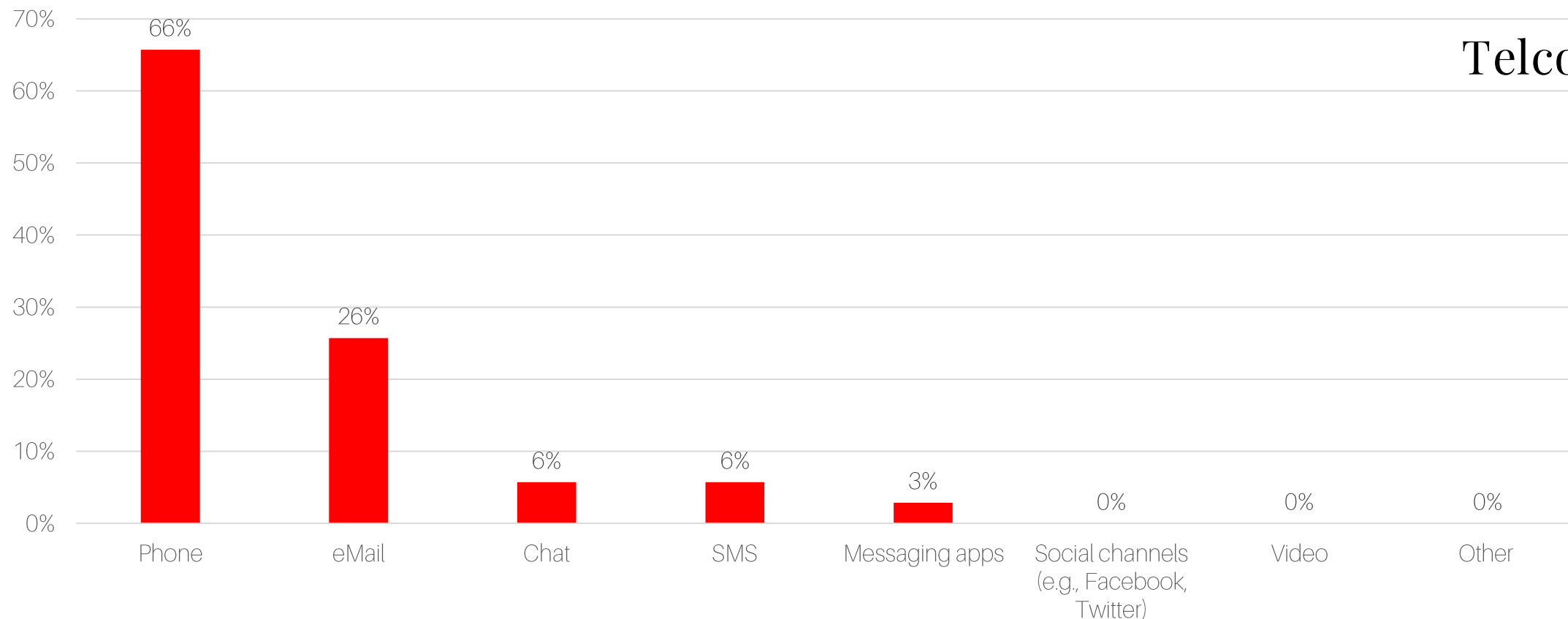
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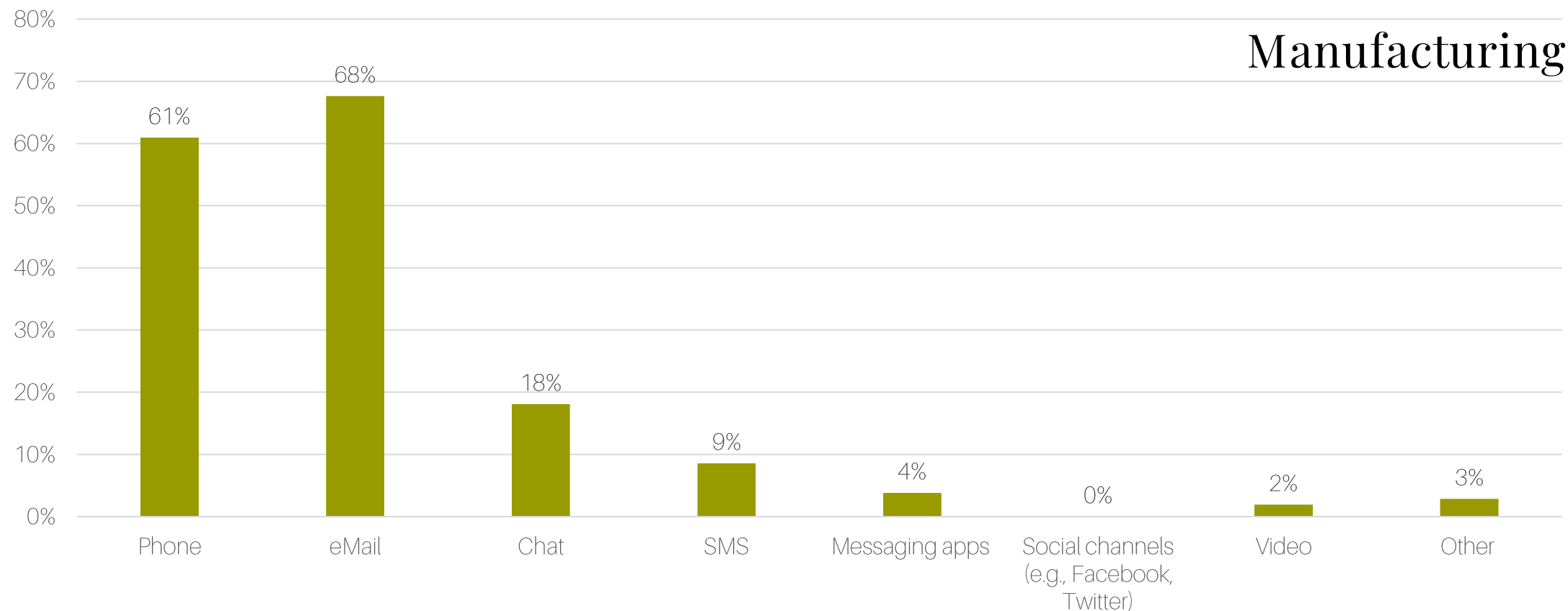
Select all relevant choices.



Telco

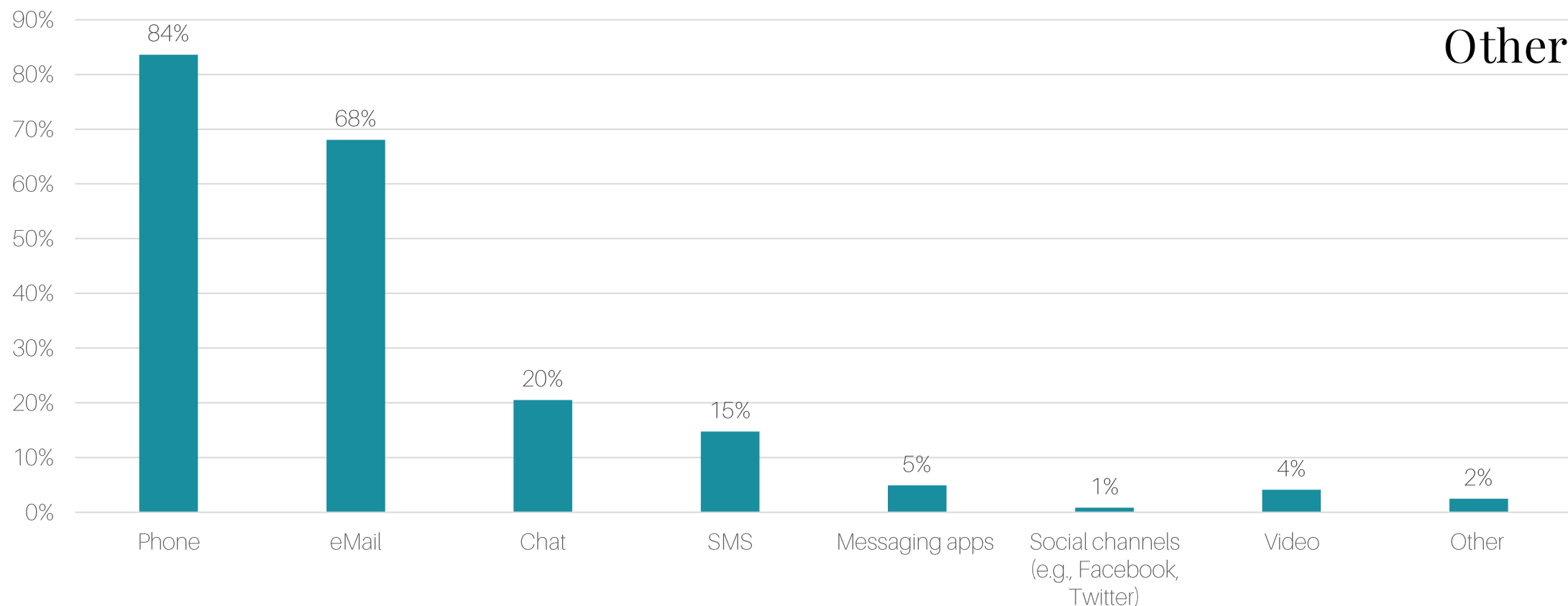
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