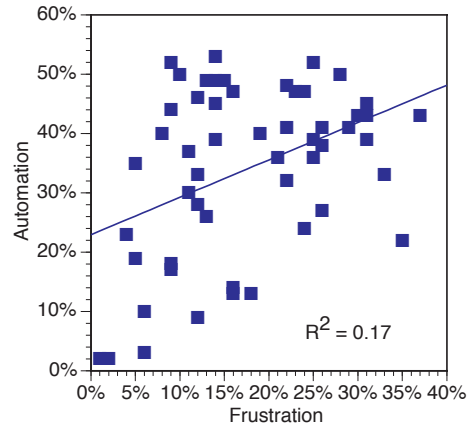
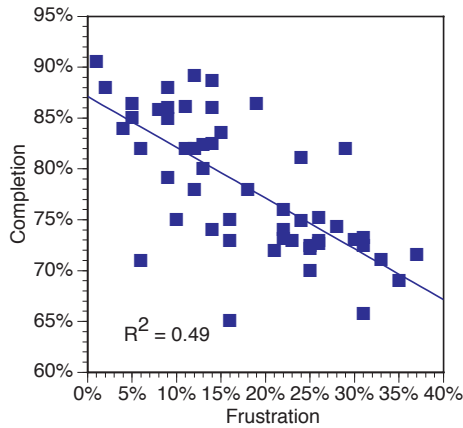


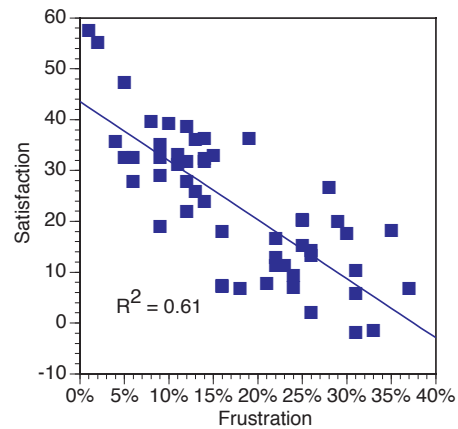
Does Forcing Callers to Use Self-Service Work?



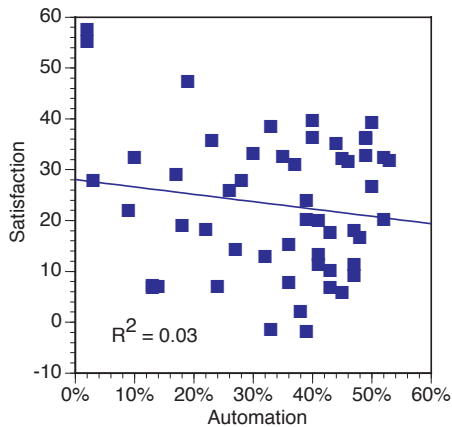
Making it hard to reach an agent *does* have a small effect on automation rates....



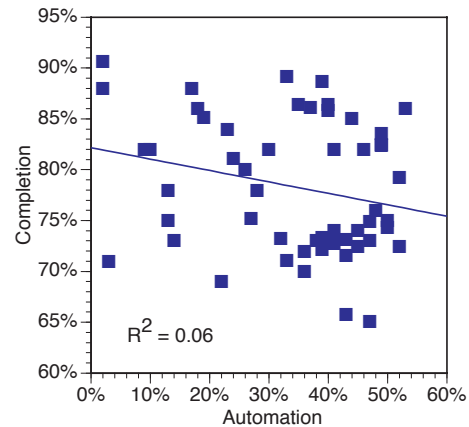
...but at the expense of a big drop in first-call completion....



....and unhappy customers.



But automation *per se* does not impact customer satisfaction....



....nor does it impact first-call completion.

"Frustration" is the percentage of callers who reported that it was "Difficult" or impossible to reach an agent, excluding callers who used self-service

"Automation" is the percentage of callers who reported successfully using self-service

"Completion" is the percentage of callers who only made one call and reported being able to complete their task

"Satisfaction" is VocaLabs' satisfaction benchmark (net percentage of satisfied callers)

R² above about 0.10 is statistically significant for these linear relationships

VocaLabs



VOCAL LABORATORIES INC.