

HKCCA Survey - Corporate

Ref number :				
Interview Date :	2017			
Interview Start Time :				
Interview End Time :				

Company :

Remark :

We use the survey responses for market research purposes only.
We do not disclose your personal information provided in the survey responses.

Section A. Company Information

1. Company industry

- Government, Public Utilities (including education such as universities) and Charity
- Financial services - banking and investment
- Financial services - insurance
- Financial services - loan
- Telecommunications
- Direct Marketing - Outsourcing call centre/ marketing research call centre facilities
- Logistics and Transportation
- Energy (e.g. petrol)
- Tourism, Hotels and Airlines
- Fast-moving consumer goods (e.g. beverage suppliers)
- Health and pharmaceuticals
- Cosmetics
- Retails (e.g. convenience store; shopping mall) and Online stores
- Property Management
- Other industries with call centre operation

2a. Total no. of staff of full time & part time staff of in-house and outsourced contact centres

	Full time	Part time
In-house		
Insourced (manpower)		
Outsourced (business)		

2b(i). Contact centre agent turnover percentage in past 12 months - Full time staff

(Please leave it blank if not applicable)

Turnover %
(Full time staff)

2b(ii). Contact centre agent turnover percentage in past 12 months - Part time staff

(Please leave it blank if not applicable)

Turnover %
(Part time staff)

3a. Number of Contact Centres in different locations

	Total number of contact centres	Number of Inbound contact centre	Number of Outbound contact centre	Basic education requirement of frontline agent	Number of seats
Hong Kong					
Shenzhen					
Guangzhou					
Other cities in China					
Outside China e.g. India					

3b. Service Nature of the contact centres

	Hong Kong		Outside Hong Kong	
	Inbound	Outbound	Inbound	Outbound
Customer Services				
Telesales				
Collection				
Repairing				
Others (please sepcify):				

4. Service hour for customer in Hong Kong

Service hour	Start time		End time	
Inbound				
Outbound				

Section B. Customer Service & Social Media

5. What is the service level of your inbound contact centre? E.g. 80% of calls answered within 20 seconds

within 20 seconds %	
within 10 seconds %	
call abandoned %	
first call resolution %	

6. What is resource allocation (live agents and automation) of your customer contacts?

(Total = 100%)

Live agents %	
Automation (e.g Self-service/ Robot) %	

7. Channels used by contact centre to provide service now/ next 2 years?

Service	Now (Yes/ No)	Next 2 years (increase/ decrease/ same)
Telephone (Voice)		
Email		
IVR		
Website		
SMS text		
Mobile application		
Social Media		
Web chat		
Self-service machine		
Video chat		
Mail		
Fax		

8. Which of the following social media channels is/are currently used in your contact centre and their proportion?

Social Media	Using (Yes/ No)	Proportion (%) Total = 100%
Facebook		
Weibo		
Twitter		
Linkedin		
Google +		
WeChat		
Whatsapp		
Line		
None		
Others (please sepcify):		

9. Which of the following authentication means are currently used in your contact centres?

Authentication	Using (Yes/ No)
Entering password	
Fingerprint	
Iris	
Facial recognition	
Voice biometrics	
Others (please sepcify):	

Section C. Trend of Customer Service

10. What communication systems/ softwares are currently used in your contact centre? (eg. Avaya, Nortel, Alcatel, Mitel, Panasonic, NEC, CISCO, Elite, Aura, AIC, Symposium, Genesys, CIC, ININ, Mosaic, Aspect, IP Office, ShoreTel, Cosmocom etc.)

System 1

System 2

System 3

11. Does your contact centre track customer journey that spans multiple channels?

Yes
No
NA/ No idea

12a. Is there any analytical tool that your company is currently using to improve customer journeys?

Yes
No
NA/ No idea

12b. If the answer of 12a is 'Yes' ; which tool(s) your company is using?

13a. What do you think is / are the most effective way(s) to collect customer feedback?

Way	the most effective (Yes)
Customer surveys	
Call observations	
Social media	
Employee surveys	
Customer feedback from web or email	
Internal department	
Third-party research	

13b. In your current mechanism to collect customer feedback, is it done manually or through an automatic system?

automatic system
manual processing
both

14a. Do you think the systems / softwares currently used can be able to support the future needs of your contact centre in the next 2 years?

- Yes
- No
- NA/ No idea

14b. Do you think the systems / softwares currently used can be able to support the future needs of your contact centre in the next 5 years?

- Yes
- No
- NA/ No idea

15. What do you think the customer contact volume (calls, emails, web-chat ...) to your contact centre in the next 2 years?

- increase
- no change
- decrease
- NA/ No idea

16. What do you think the manpower requirement in your contact centre in the next 2 years?

- increase
- no change
- decrease
- NA/ No idea

17. Which area/s will your contact centre invest for improvement of customer service?

Areas	Improvement (Yes)
New channels	
Virtual machine	
Process Automation	
Personalized service offerings	
Better reliability	
Integrated customer journeys	
Expand manpower	
Training programs	
Advanced Analytics	
Data Security	
None	
Other (please specify):	

18. What are the top 3 industry trends that impact your contact centre the most in delivering good customer experience?

Industry trends	Top 3
Migrating traffic to digital	
Interaction optimisation/automation	
Omnichannel strategies (connected customer journeys)	
Multiskilling/increased complexity	
Changing user behaviours (mobile, social etc.)	
Data analytics (incl. Big Data)	
Security risks and compliance	
Access to new technologies (incl. hosting etc.)	
Speed of change - can't keep up	
Commitment to customer experience as a differentiator	
Others (please sepcify):	

19. Does your contact centre provide Virtual Agent for transaction processing or customer service?

- Existing
- No
- Within 2 years
- Within 5 years
- No idea

20a. Does your contact centre currently provide video chat?

- Yes
- No
- NA/ No idea

20b. If the answer of 20a is 'No' ; will it provide the channel in the next 2 years?

- Yes
- No
- NA/ No idea

21. Will your contact centre provide more e-commerce means (e.g. payment, ordering, inquiries, and delivery) to customer in the next 2 years?

- Yes
- No
- NA/ No idea

22a(i). If your contact centre provide multi channels for customer service; are they integrated (to Omni-channel) to provide seamless service?

- Yes
- No
- NA/ No idea
- Single channel only

22a(ii). If the answer of 22a(i) is 'No' ; will they be enhanced in the coming year?

- 1 year
- 2 - 3 years
- 4 - 5 years
- Over 5 years
- No
- NA/ No idea

Section D. Respondent Information

23. Gender of the respondent

- Male
- Female

24. Title of the respondent

- Director/ Executive level
- Managerial level
- Supervisory level
- Officer level
- Others

25. Business nature of the respondent

- Customer services
- Information technology
- Sales and marketing
- Office administration
- Others

26. Role in decision making process of the respondent

- Main decision maker
- Involve in decision making process and influence final decision
- Involve in decision making process but do not influence final decision
- Not involve in decision making process