

## Part 4 : The Evolution of the Contact Centre - Six trends that provide hope for contact centre leaders



Over the last 18 months, our industry has been through some of the toughest challenges it has ever faced. We have been tracking its progress through the Evolution of the Contact Centre research initiative to present the current situation and what contact centre leaders are revealing about their plans for the future.

This is Part 4 of the Evolution programme and we can't wait to show you just how far the industry has come.

Download the report to uncover the latest developments in hybrid working, customer demand and the relationship between customer service and customer experience.

The CCMA and Puzzel extend their sincere thanks to these individuals for their generous participation in the study: Tom Davis, Director of Compliance & Efficiency at Click Travel, Daren Homewood, Director of Operations at Swinton Group, Ketan Hindocha, Quality, Compliance & Customer Resolutions Director at EE, Amanda Mullans, Chief Sales Officer at Connect Assist, Alan Mullen, Customer Services Manager at Superdry, Sharon Oley, Customer Services Director at Sage, Anita Renyard, Head of Mortgage Services at TSB and Sarah Williams, Divisional Head at Westminster City Council.

[Part 4 - The Evolution of the Contact Centre-2021.pdf](#)