



Retail Industry Report 2024

Hitting Home:

How Secure is the Home Contact Center?



Crucial insights for the retail sector

Retailers are under pressure from rising costs, supply chain stress, staff hiring challenges and squeezed margins – all while customer expectations continue to soar.

Brands are working harder than ever to win sales, positive reviews and loyalty by meeting and exceeding consumer expectations. And as they look to woo price-sensitive consumers, loyalty will

have to be earned and proactively maintained. Competing chiefly on price isn't enough. Instead, brands must deliver an outstanding service that customers can trust.

Our latest research highlights a crucial aspect of this trust: consumer security concerns about interacting with insurers that employ work-from-home (WFH) contact center agents.

Security concerns

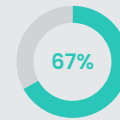
Over a fifth (22%) of consumers believe it is unacceptable for WFH agents to handle payment information or personal data.



Consumer sentiment

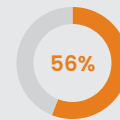
A further 45% demand that retailers provide clear evidence of extra security measures in place for it to be acceptable.

Take Five



67% of customers raise significant concerns about engaging with

retailers that have contact center agents working at home.



Over half (56%)

of consumers are uncomfortable sharing credit or debit

card details with a contact center agent working from home.



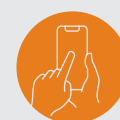
54% would either walk away or consider walking away from a relationship with

a brand if it became apparent that a contact center agent working from home was not in a completely secure environment.



78% want retailers to be more open about the security measures in place to

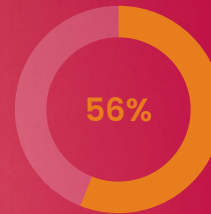
protect payment information and personal data.



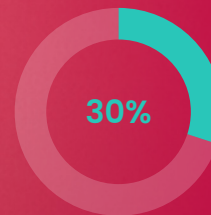
Consumers find the ability to input personal information and payment data

using their phone's keypad while on the call the most reassuring measure.

Data security fears



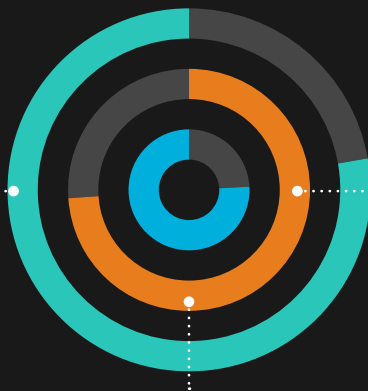
56% of consumers are uncomfortable sharing credit or debit card details – nearly a tenth say they will not do it.



While 30% of consumers are even uncomfortable sharing their home address with contact center agents who are working at home.

A wake-up call for retailers

Our research highlights that retailers cannot afford to ignore consumer concerns. Over half (54%) of consumers would either walk away or consider walking away from a brand if it became apparent that a contact center agent working from home was not in a completely secure environment.



Security protocols:

78% of consumers expect openness about the security protocols protecting their payment and personal data.

Transparency is key:

74% of consumers want brands to be upfront about employing WFH contact center agents.

Trust through robust measures:

76% of consumers are more likely to engage with brands that implement and disclose robust data security measures.

Essential steps for retailers

To effectively respond to these consumer demands, retailers must focus on three key areas:

1. Transparency & disclosure:

Being honest and open about WFH practices and security measures in place.

2. Investment in technology:

Implementing the right technology to enhance data security.

3. Reimagining relationships:

Developing a new approach to managing and supporting WFH agents.

Discover how you can safeguard your business by downloading our full report [here](#)

In today's competitive landscape, can you afford not to take these steps?

