



# Hitting Home:

## How Secure is the Home Contact Center?



### Crucial insights for travel & tourism companies

We know that returning customers are the ultimate prize for travel & tourism companies – but customer retention rates are among the lowest of all industries.

Companies in the sector face a complex set of challenges, including changing consumer buying behaviors, economic uncertainty and ongoing recovery from the impact of Covid-19, when it comes to building lasting loyalty.

Consumers are increasingly likely to shop around in today's highly competitive market. Brands need to take every step possible to retain customers and build a loyal, returning customer base with a high lifetime value.

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

#### Security concerns

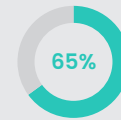
Nearly a fifth (19%) of consumers believe it is unacceptable for WFH agents in the travel and tourism sector to handle payment information or personal data.



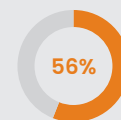
#### Consumer sentiment

A further 46% demand that companies in this sector provide clear evidence of extra security measures in place for it to be acceptable.

## Take Five



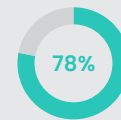
65% of consumers raise significant concerns about engaging with travel & tourism firms that have contact center agents working at home.



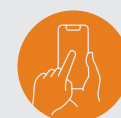
Over half (56%) of consumers are uncomfortable sharing credit or debit card details with a contact center agent working from home, and 55% do not want to share their passport details.



54% would either walk away or consider walking away from a relationship with a company if it became apparent that a contact center agent working from home was not in a completely secure environment.

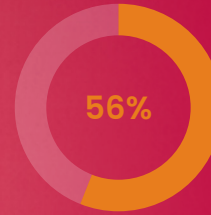


78% want travel & tourism companies to be more open about the security measures in place to protect payment information and personal data.

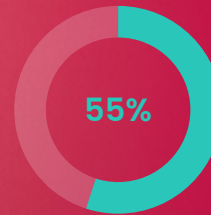


Consumers find the ability to input personal information and payment data using their phone's keypad while on the call with an agent the most reassuring measure.

## Data security fears



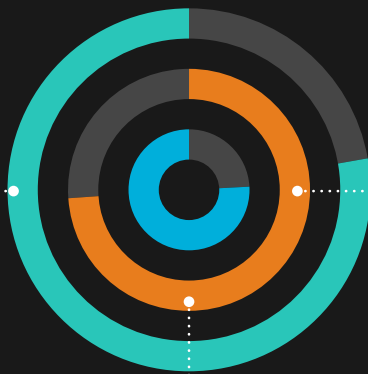
56% of consumers are uncomfortable sharing credit or debit card details – nearly a tenth say they will not do it.



While 55% of consumers are uncomfortable sharing their passport details with contact center agents who are working at home.

## A wake-up call for leaders in the travel & tourism sector

Our research highlights that companies in this space cannot afford to ignore consumer concerns.



### Security protocols:

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

### Transparency is key:

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

### Trust through robust measures:

76% of consumers are more likely to engage with travel & tourism companies that implement and disclose robust data security measures.

## Essential steps for travel & tourism companies

To effectively respond to these consumer demands, companies 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?

