



Hitting Home:

How Secure is the Home Contact Center?



Crucial insights for utility companies

Customer satisfaction is a key performance indicator – it influences reputation, regulatory standing, and revenue – but it remains an ongoing challenge to maintain. Factors including rising energy costs, increased risk from cyber-attacks and changing consumer expectations all put pressure on customer satisfaction and action from regulators.

Just like other industries, utilities need to

focus on their customer experience to ensure greater engagement and maintain long-term satisfaction. They need to be sensitive to consumer sentiment and act responsibly while delivering great service.

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

Security concerns

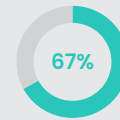
Nearly a quarter (24%) of all consumers believe it is unacceptable for WFH agents in the utility sector to handle payment information or personal data.



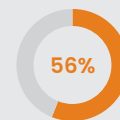
Consumer sentiment

A further 44% demand that utility organizations 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 utility 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 nearly a third are even uncomfortable sharing their home address.



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.

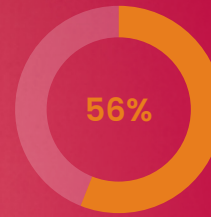


78% want utility firms to be more open about the security measures in place to protect payment information and personal data.

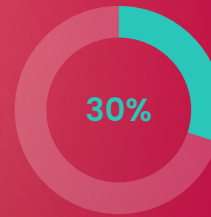


Consumers find the ability to input personal information and payment data using their phone's keypad while on the call with the agent the most reassuring measure.

Data security fears



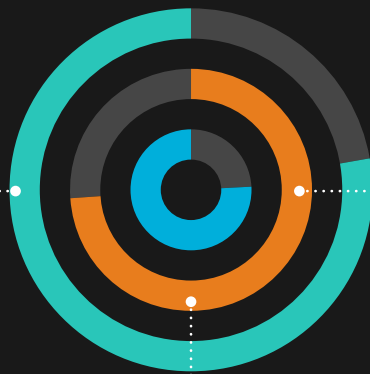
56% of consumers are uncomfortable sharing credit or debit card details – nearly a tenth say they will not do it.



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

A wake-up call for leaders in the utilities sector

Our research highlights that utility companies 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 utility companies that implement and disclose robust data security measures.

Essential steps for utility companies

To effectively respond to these consumer demands, utility 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?

