

# Customer Survey Shows Lack of Knowledge Biggest Customer Complain in Call Centres

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REGINA, SK, CANADA, April 24, 2015 /EINPresswire.com/ -- A study conducted recently that the biggest complaint against call centres is the lack of knowledge on the part of agents. While the study focused on U.S. customers, the perception and concern is the same for many Canadian consumers who call in for assistance or with questions.

While you might expect these issues in highly-technical fields, the results are similar for many industries, including banking, insurance and even utilities. The two biggest criticisms were that multiple agents gave different answers and that the agents didn't know the answer. Every industry included in the survey showed gaps in performance.

This study also showed that the biggest area of dissatisfaction was seen with the younger crowd while seniors were less likely to complain. This indicates that younger consumers are better-researched and expect a higher level of knowledge from call centre agents. Whether a business has an in-house call centre or hires an outside company, it is expected that the staff is trained in general customer service and on specific information about the company and its products or services.

When looking for [call centre services in Calgary](#), it is important that businesses do some research instead of hiring the first company they find. According to Ashley Maszaros of We An-Ser Communications, not every call centre provides the same level of service to clients. "You might be surprised at how many companies only provide a basic level of services for their clients," she says. "At We An-Ser, we strive to know the details about each of our clients to provide the highest level of customer service as the representatives of the company."



We An-Ser Communications provides award winning call center services in Calgary, dispatching, medical answering services, man down services, lone worker support, wireless panic services and more. They service the North American market.

We An-Ser Communications services clients in many industries such as medical, hotel, real estate, as well as the oil and gas industries and many more. The staff at We An-Ser Communications is trained to follow specific procedures when handling routine phone calls with processes in place for those unexpected or unusual situations. Companies that hire call centre services in Calgary should expect that the agencies screen their applicants to find the best qualified people for the job. Once hired, they should train them on handling customer calls in general as well as the details of each industry where they work.

At the same time, We An-Ser Communications stresses the importance of the business to have clear expectations of the call centre and communicating them with the agency. One business may want issues handled a certain way while another company may have different parameters. An experienced call centre does not assume any of the details but will follow all guidelines for the satisfaction of the business and ultimately, the customer.

We An-Ser Communications is a company that provides call centre services in Calgary and other areas in Alberta and Saskatchewan. The main office is located in Regina with additional offices in [Lloydminster](#), Calgary and [Edmonton](#) to provide local call centre assistance for small, medium and large business in many industries. The agency provides 24-hour services, after-hours or as needed to meet the needs of many companies.

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