When the right technology is installed, call centres are still alive and kicking. The most powerful example may be the 2 million outbound calls which were made in the last 4 days of the 2012 US presidential campaign by the teams organised by Harper Reed, Barak Obama’s CTO, helping his reelection.

**US organizations spend $112 billion on call centre labour and software.**

**Outsourced call centre operations started in the Philippines in 2001.**

Working for an average salary of $350 per month.

The call centres a place where customer journeys begin... and end.

**270 billion**

Customer services calls received by US organizations each year.

**57%**

Of first contacts between a consumer and a brand are done by phone.

**66%**

Of these calls could be resolved with better access to information.

**41%**

Of consumers claim “inconsistencies” among different answers is the most annoying pain point in the customer journey.

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Agents simply don’t know the answers.

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