



# Hitting Home:

## How Secure is the Home Contact Center?



### Crucial insights for telecoms and media companies

With customer retention a growing challenge, telecoms and media companies are focusing on improving the customer experience, offering competitive pricing, and ensuring high-quality services.

As a highly competitive, and price sensitive industry, consumers have an abundance of choice and are not afraid to switch if they are dissatisfied with their

providers. High expectations around security, privacy, reliability and quality are placing pressure on companies in the sector to deliver, and to listen and act on consumer feedback and concerns.

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

#### Security concerns

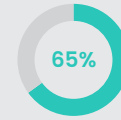
Nearly a quarter (23%) of consumers believe it is unacceptable for WFH contact center agents in the telecoms & media sector to handle payment information or personal data.



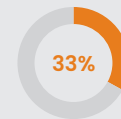
#### Consumer sentiment

A further 43% demand that companies in this sector provide clear evidence of extra security measures in place for it to be acceptable.

## Take Five



65% of customers raise significant concerns about engaging with companies in the telecoms & media sector that have contact center agents working at home.



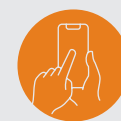
A third of all consumers are uncomfortable sharing their mobile phone account details with a contact center agent working from home, while 56% do not want to share their credit or debit card details.



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.

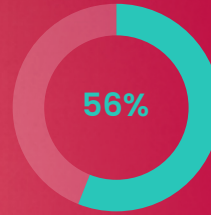


78% want telecoms & media companies to be more open about the security measures in place to protect payment information and personal data.

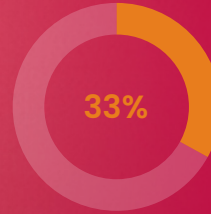


Consumers find the ability to input personal information and payment data using their phone's keypad while on the call with an agent the most reassuring measure.

## Data security fears



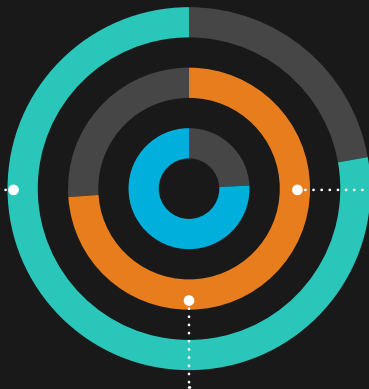
56% of consumers are uncomfortable sharing credit or debit card details – nearly a tenth say they will not do it.



While a third of consumers are uncomfortable sharing their mobile phone account details with a WFH contact center agent.

## A wake-up call for leaders in telecoms & media 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 telecoms & media companies that implement and disclose robust data security measures.

## Essential steps for telecoms & media companies

To effectively respond to these consumer demands, companies in this sector 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?

