

# CX Compliance Survey Report

Make experiences *flow*

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud-native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.

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# Introduction and Key Findings



# Introduction & Methodology

The world has changed beyond recognition over the past few years, and much of the information most widely known among today's enterprises about compliance, cybersecurity, customer experience and more has become obsolete.

As a market leader offering an all-in-one compliance solution for call centers, we wanted to better understand what is motivating today's decision-makers to invest in compliance-related solutions. What are the challenges that compliance officers are facing, where and how are they channeling their investments, and what do they feel are their greatest risks when it comes to achieving and maintaining compliance?

The results are a powerful look at the state of compliance in today's contact centers, where stakeholders regularly deal with some of the most personal data and sensitive transaction materials, as well as a true validation of the need for our product in the market.

## Methodology

To understand how contact centers are approaching and prioritizing their compliance risks, we commissioned a survey of 200 senior decision-makers from companies with between 1,000 and 10,000 employees, and split evenly between the US and the EU. All respondents work in companies with 500 or more customer service agents.

This report was administered online by Global Surveyz Research, a global research firm. The survey was conducted among Directors and VPs of Compliance who work in Financial Services and Insurance, Retail and Hospitality, Healthcare, and Telecommunication industries. The respondents were recruited through a global B2B research panel, invited via email to complete the survey, with all responses collected during July 2022. The average amount of time spent on the survey was 5 minutes and 34 seconds. The answers to the majority of the non-numerical questions were randomized, in order to prevent order bias in the answers.

# Key Findings

01

## The more data you hold, the greater your exposure

74% of call centers say that their greatest risk concern is the volume of data and private information that they are gathering, followed by 73% that highlight adhering to regulatory requirements. This comes above account takeover fears and issues related to remote working for compliance officers today. The more data you hold, the more exposed you are as a company, whether that's from attackers, auditors, or even consumers.

02

## Retrieving specific interactions is today's top challenge when it comes to remaining compliant in the contact centers

96% of organizations have challenges when it comes to remaining compliant with their contact center recordings. Handling requests for interactions from specific data subjects comes out on top, taking more than half of the vote (52%). The next greatest challenge, accessing and managing data held on legacy systems, exacerbates the issue. 88% of call centers are experiencing these kinds of specific data requests, such as users requesting the Right to Be Forgotten under GDPR. Contact centers need a smart solution to meet this challenge.

03

## 67% of companies are still handling data privacy requests manually

Currently, more than two-thirds of call centers are managing data requests manually, which could clearly increase their exposure and risk. While 81% do have a solution in place to handle data privacy requests, only 56% are happy with it. Transformation is essential in this area to support call centers with their growing compliance concerns, so it's great to see that 61% of call centers are channeling greater budget towards compliance in 2022 than in previous years.

04

## 66% of call centers rely on traditional processes for handling Sensitive Authentication Data

66% of call centers report that, when handling Sensitive Authentication Data (SAD) such as the 3-digit security code, they rely on an out-of-band IVR system to direct customers to a new channel that isn't being recorded. However, 25% use technology that pauses and resumes the recording automatically, showing that solutions are maturing in this essential, heavily regulated area (subject to compliance mandates such as PCI).

# Survey Report Findings



# Risk Concerns in the Contact Center Space

We asked survey respondents to reveal their biggest risk concerns in the contact center space.

The top concerns are saving large volumes of data and private information (74%), and adhering to regulatory requirements (73%).

Regarding regulatory adherence requirements (Figure 2), we see this is a greater concern in Europe (88%) than in North America (58%). Europe is more advanced when it comes to privacy regulations, so this isn't a surprise to see, but we expect the US to follow suit and this gap to narrow.

It's interesting to note that while there are many attention-grabbing headlines about cyberattacks and the risk of account takeover, privacy and regulation still come out on top in the lists of concerns for today's compliance officers.

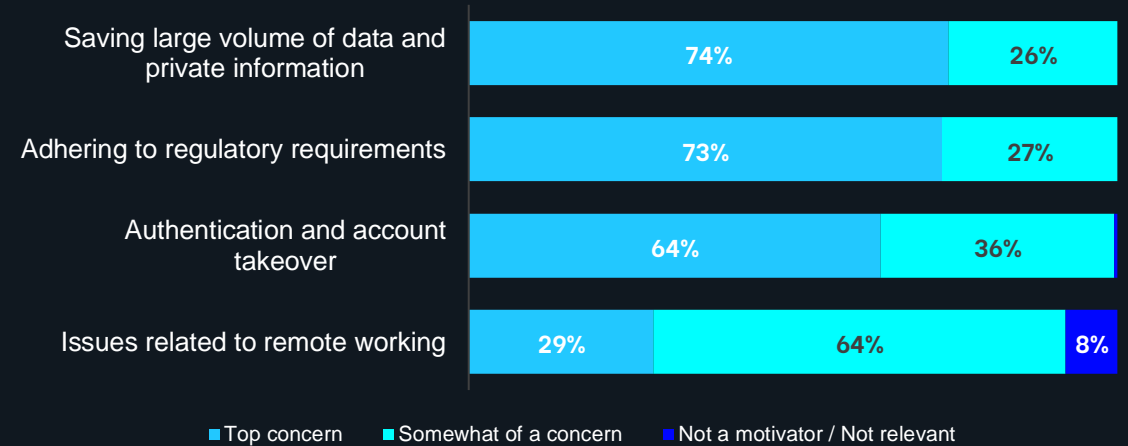


Figure 1: Risk Concerns in the Contact Center Space

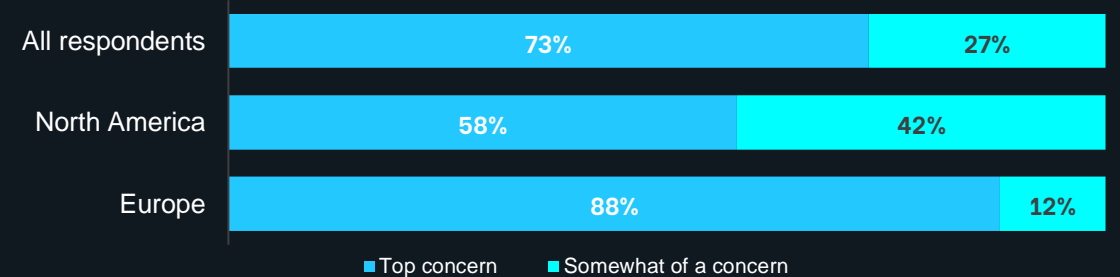


Figure 2: Adhering to Regulatory Requirements – North America vs. Europe

# 2022 Compliance Budget Compared to Previous Years

Compared to previous years, 61% of companies are investing more in their compliance budget in 2022.

As companies look to achieve greater adherence and prove a proactive approach to compliance, they will need to invest in new technologies, onboard a greater number of resources, and therefore increase their budgets to meet this critical need.

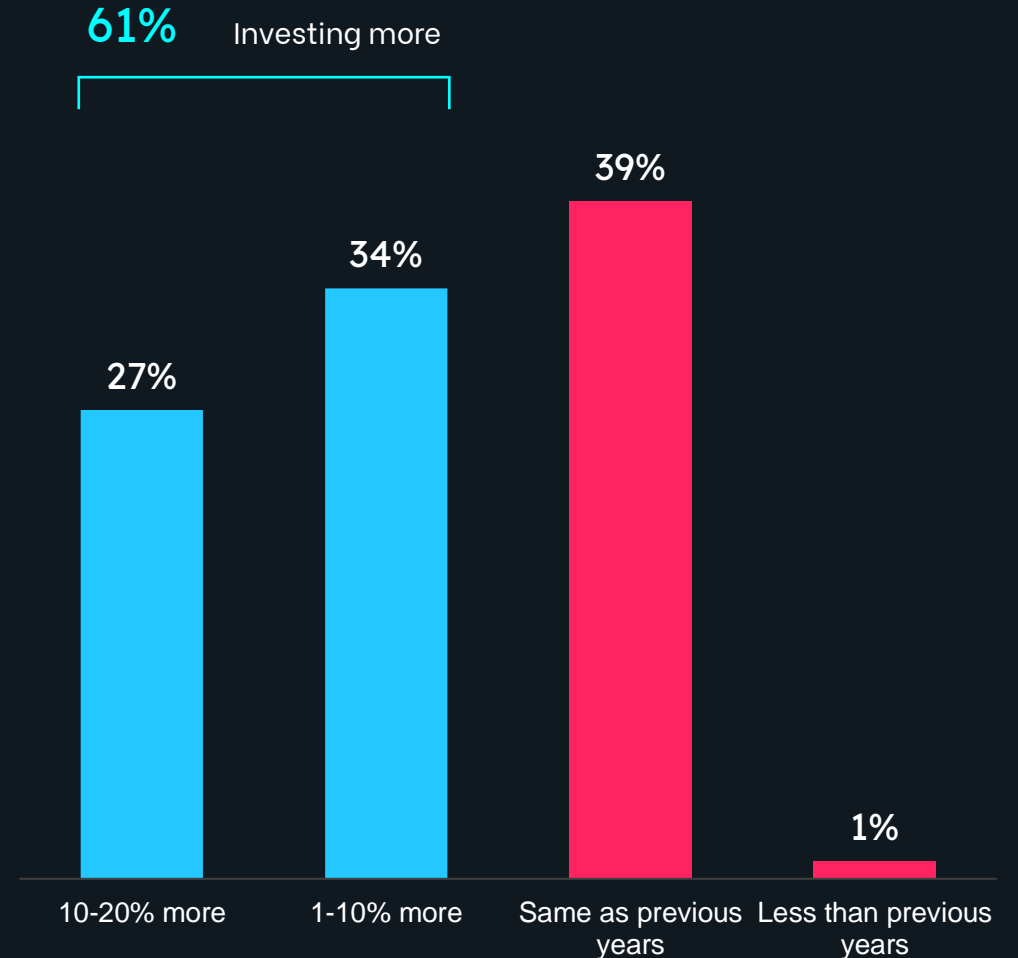


Figure 3: 2022 Compliance Budget Compared to Previous Years



# Motivators for Investing in a Compliance Solution

According to 88% of survey respondents, the top motivator for investing in compliance solutions is improving customer experience. This is followed by 72% who have brand reputation as their top motivator. Businesses should be aware of the impact of fines and reputational damage on how customers see their brand.

Avoiding fines/passing audits is the third most important motivator (58%).

When further analyzing the motivation to avoid fines and to pass audits across different regions (Figure 5), we see that this is a top motivator for over 50% in both regions. However, it is ranked higher in Europe (64%) than in North America (52%).

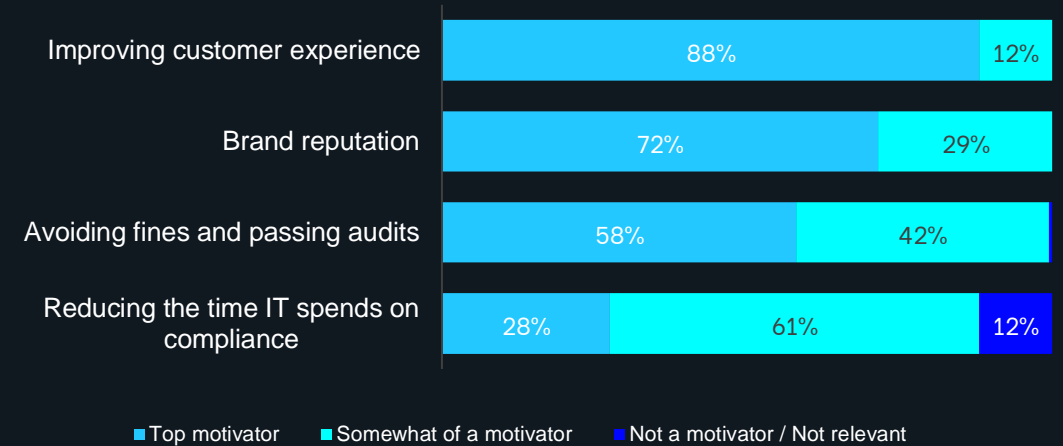


Figure 4: Motivators for Investing in a Compliance Solution

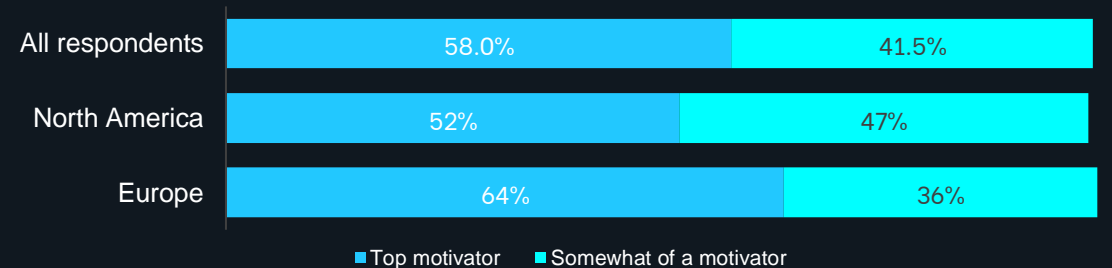


Figure 5: Avoiding Fines and Passing Audits – North America vs. Europe

# Compliance Solution Used in the Contact Center

99% of companies are already using a compliance solution (75%) or are looking for one (24%).

Today's organizations understand it's almost impossible to manage a large contact center without some kind of solution in place to comply with changing and expanding regulations.

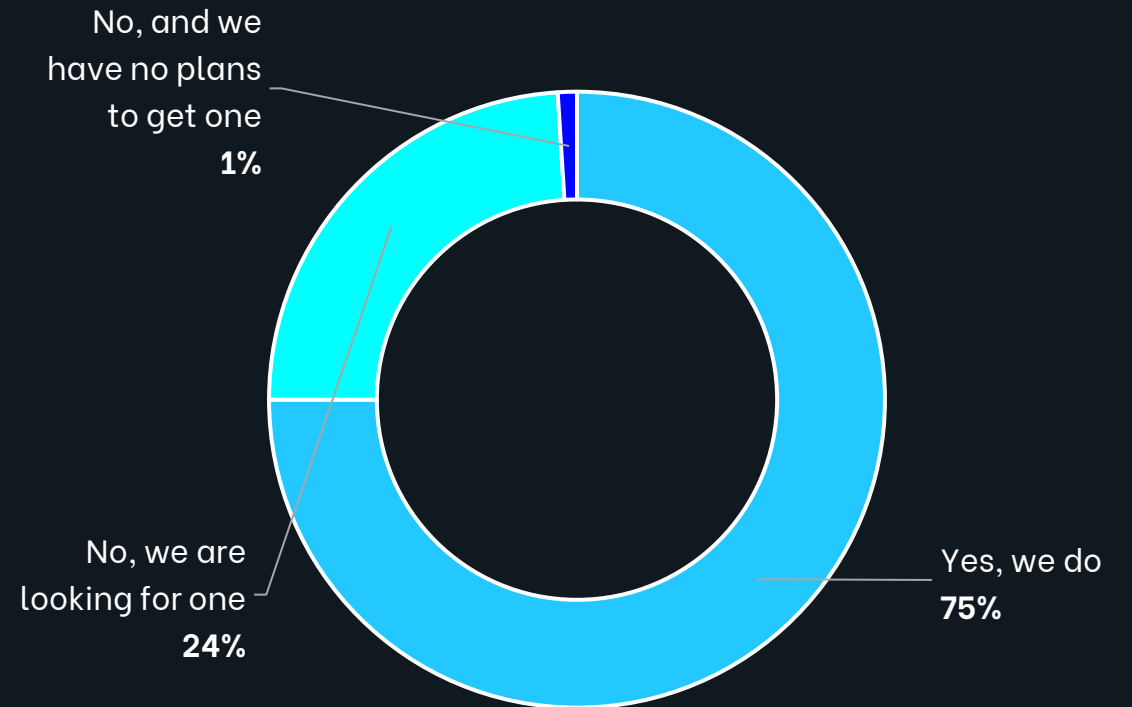


Figure 6: Compliance Solution Used in the Contact Center

# Biggest Challenge Managing Contact Center Recording Compliance

96% of companies admitted to having challenges when it comes to managing compliance of contact center recordings.

The top challenge (52%) is retrieving interactions at the request of specific data subjects. Some companies may have data that has been held for multiple decades; they have a growing wealth of information, and sifting through it all to locate a specific interaction has become a real struggle.

The next biggest challenge (26%) is accessing and managing data held in legacy systems.

Organizations need a solution that is capable of tagging, organizing and searching through all of their data, allowing it to be easily accessed, no matter the systems of record.

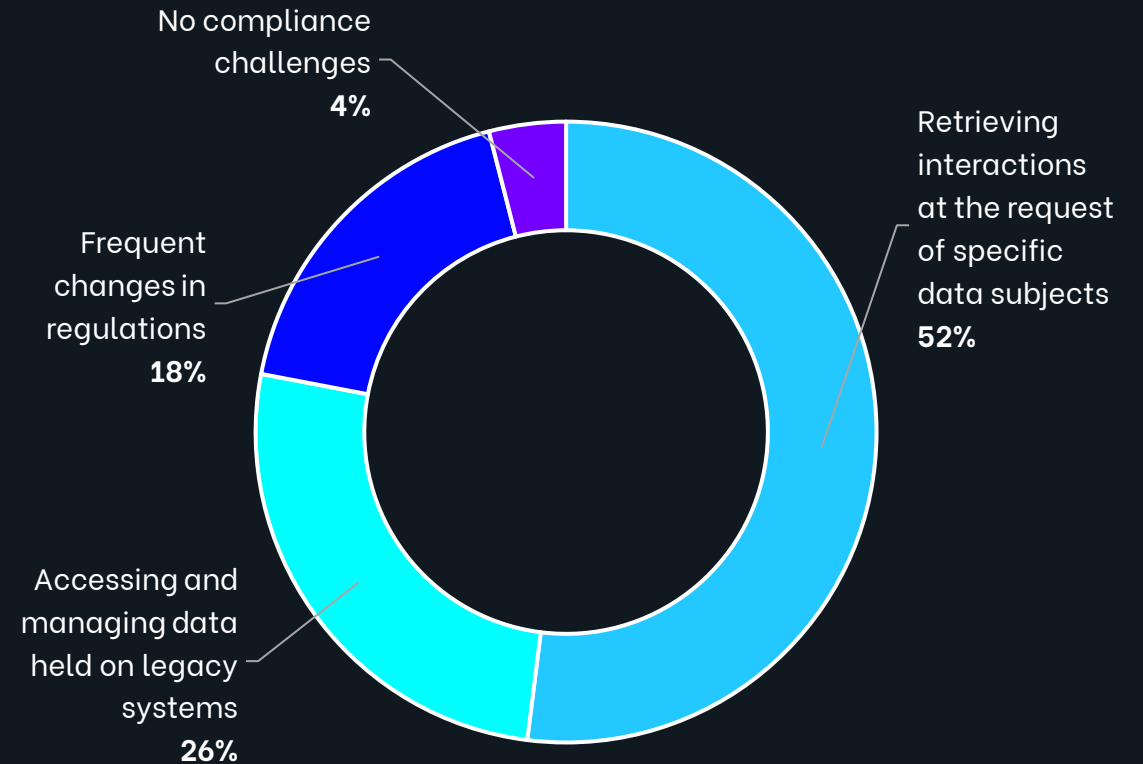


Figure 7: Biggest Challenge for Managing Contact Center Recording Compliance

# Auditors' Main Focus in Recorded Interactions

For 36% of companies, whether personal information is held appropriately is the auditors' main focus when looking into recorded interactions.

Other points of focus include PCI and payments (27%), as well as whether data from legacy systems is managed appropriately (24%).

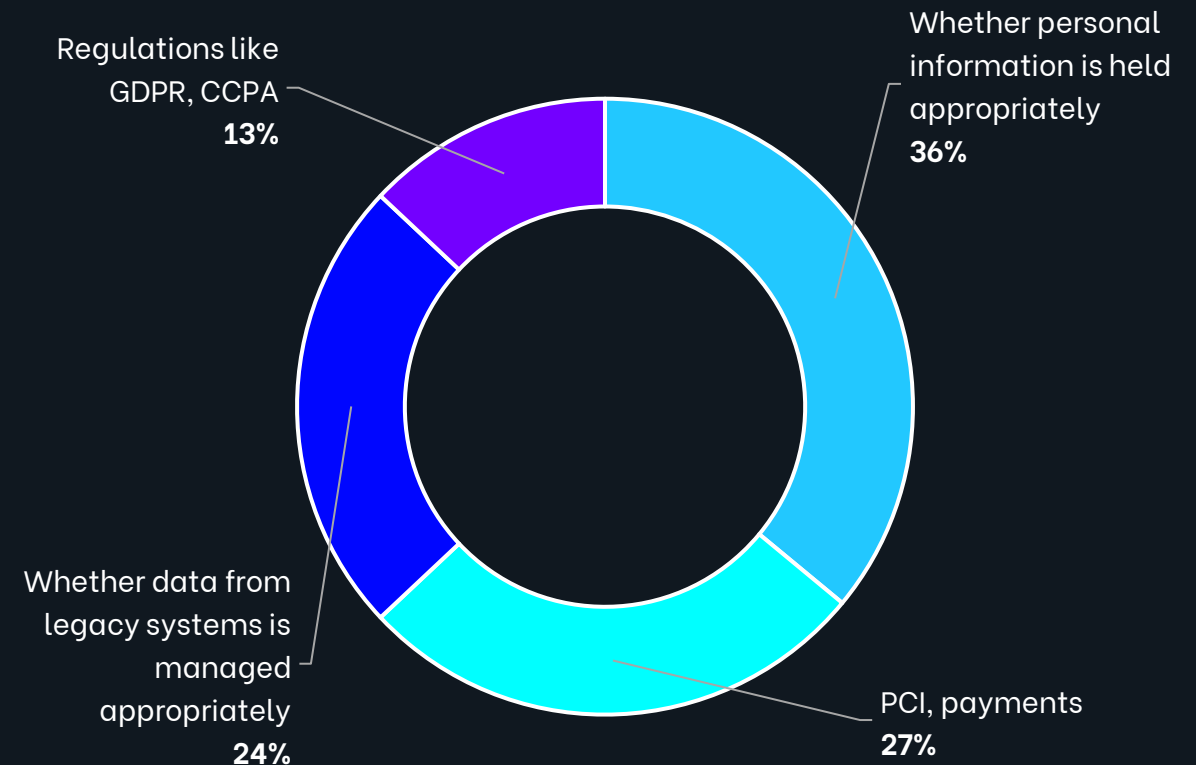


Figure 8: Auditors' Main Focus in Recorded Interactions

# Handling SAD (Sensitive Authentication Data) During Call Recordings

Sensitive Authentication Data (SAD) such as the security code from credit or debit cards cannot be recorded according to PCI regulations.

When asked how they are handling SAD during their call recordings in order to comply with PCI, 66% said they use an out-of-band IVR system while callers type in their SAD manually.

25% have adopted a more intelligent solution and have an automatic process in place that pauses/resumes the recording when SAD is involved.

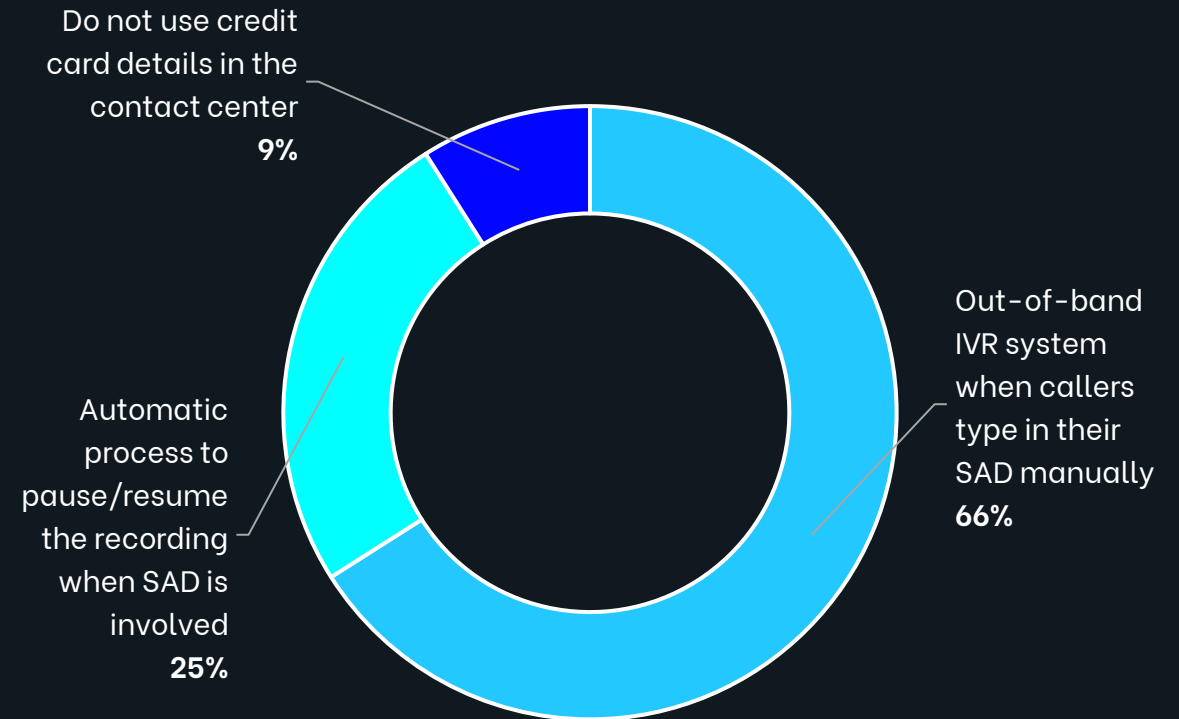


Figure 9: Handling SAD (Sensitive Authentication Data) During Call Recordings to Comply with PCI

# Customer Requests Regarding Data Privacy

88% of companies are getting requests regarding data privacy from their customers, for example the right to be forgotten under GDPR. This demands that a contact center is able to delete all data pertaining to them.

16% say that they get many requests, and 72% get some requests. In fact, only 12% of companies claimed they have no such requests.

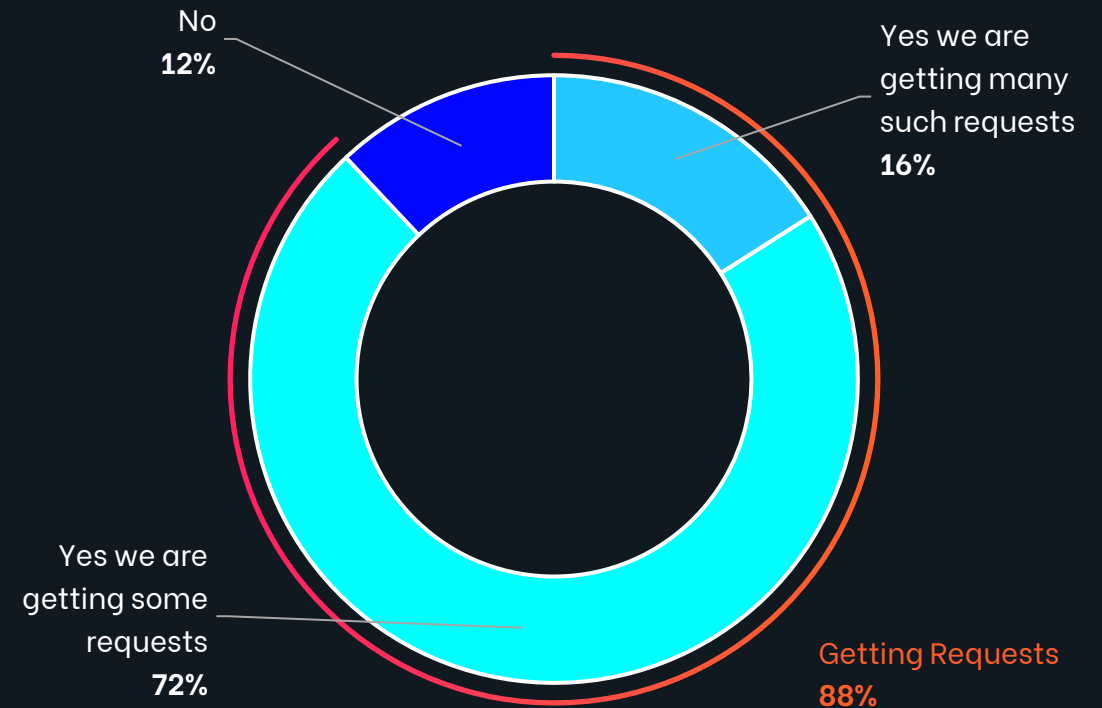


Figure 10: Customer Requests Regarding Data Privacy

# Data Privacy Requests

67% of companies are still handling data privacy requests manually (Figure 12). This could lead to errors and blind spots, when compared with automated solutions.

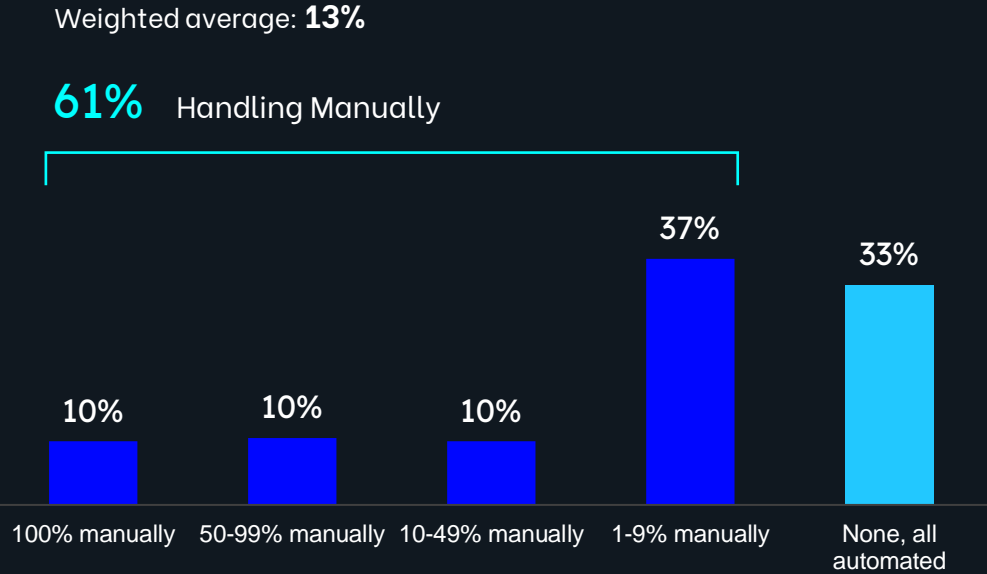


Figure 11: Percentage of Data Privacy Requests Handled Manually

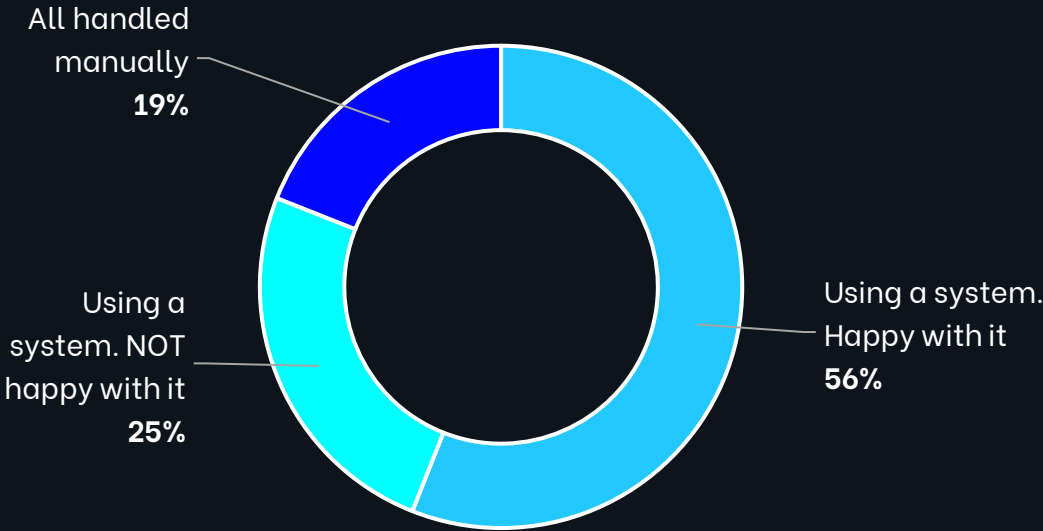


Figure 12: Handling Different Data Privacy Requests

# Demographics





# Country, Industry, Company Size, Job Role, Seniority, and Number of CS Agents

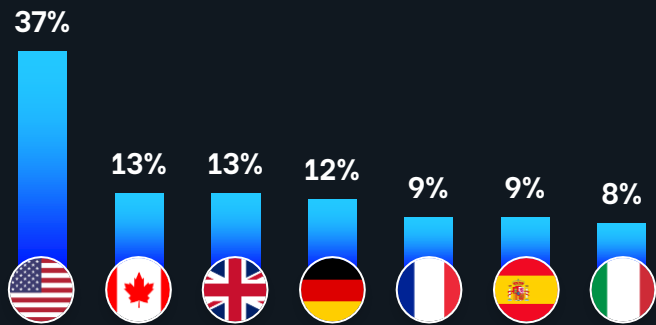


Figure 13: Country

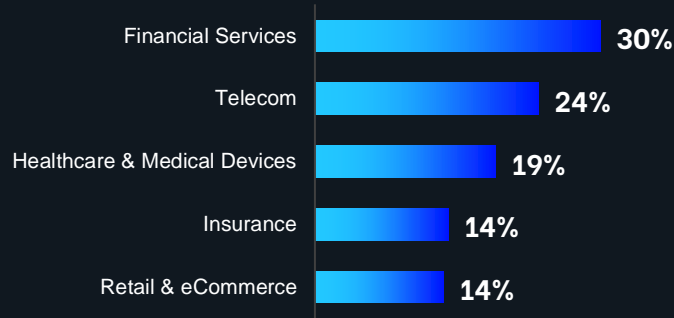


Figure 14: Industry

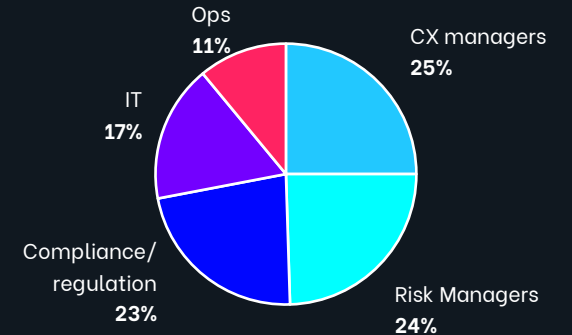


Figure 15: Job Role

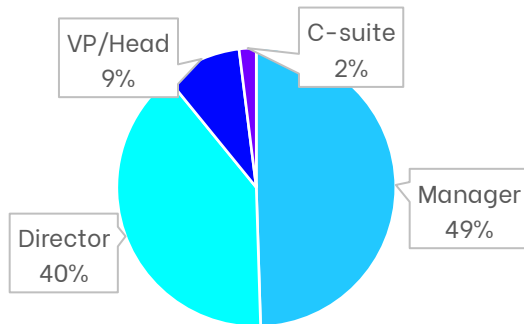


Figure 16: Seniority

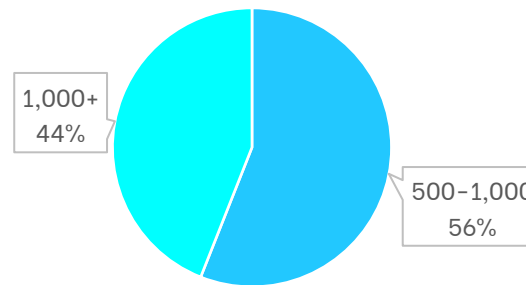


Figure 17: Number of CS Agents

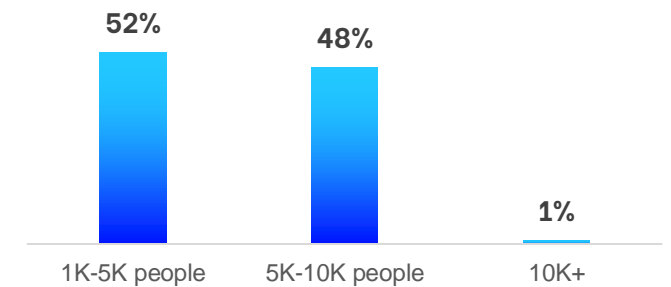


Figure 18: Company Size

# Keep your Contact Center Compliant by Design with NICE

NICE Compliance Center addresses many of the challenges revealed by this survey. NICE provides a single all-encompassing solution that fully addresses an organization's end-to-end compliance requirements. NICE software consolidates the privacy functions of all parties and serves as a joint platform for both IT tools and compliance dashboards. NICE incorporates analytics within Compliance Center, to highlight actionable insights that will assure the best customer experience and provide answers to the most urgent challenges with automation and optimized processes, thus better coping with the rising number of regulations while reducing the cost of being compliant.

Numerous IT and compliance managers at leading contact centers worldwide already use NICE Compliance Center software to automate and simplify their daily compliance activities, bringing together assurance, analytics, and real-time actionable insights. Powered by the market-leading NICE Engage platform, Compliance Center streamlines compliance workflows so you can:

- Automate processes for maximum efficiency
- Optimize operations using compliance APIs with dedicated processes
- Adapt independently and easily to policy changes
- Simplify compliance workflows to prevent human error
- Leverage analytics to identify compliance violations

As you detect, prevent and remediate compliance violations in a secured and managed process using analytics and automation, your organization will reduce risk and lower the cost and effort of compliance.

[Schedule a Demo or Meeting →](#)

For more information,  
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