



## Consumers Demand Fines for Long Hold Times, 8x8 Survey Finds

June 19, 2025

*62% of Brits say companies should be penalized for slow responses*

LONDON--(BUSINESS WIRE)--Jun. 19, 2025-- British consumers have lost patience with long hold times — and they want companies to pay the price. That's the findings of a new Streetview survey by [8x8, Inc.](#) (NASDAQ: EGHT), the industry's most integrated Platform provider for CX that combines Contact Center, Unified Communication, and CPaaS solutions.

While the UK average was 62% calling for fines, Belfast was the angriest city with 66% of people wanting to see action taken, while Cardiff was the least angry with 53.9% of people calling for fines.

Taken at a regional level, the data showed that across the country more than 60% agreed for action needing to be done. A number of people also believe that as companies put their prices up, customer service should also improve.

### Accountability for Call Delays: The Public Speaks

8x8's survey of 2,000 UK adults reveals a clear demand for better customer service:

- 62% support fines for poor call handling
- 66% of men back penalties vs. 59% of women
- Support rises to 66% among those 55+, vs. just 47% of 16–24 year olds
- Sentiment is strongest in Belfast, Edinburgh, and Manchester (65%+)
- Even the least frustrated cities —Cardiff, Glasgow, Nottingham — saw support above 50%

"Older consumers are probably angrier than the youth because they've spent more of their lives on hold," said Jamie Snaddon, EMEA Managing Director at 8x8, Inc. "On a more serious note, what makes this annoying is that this is a very solvable issue. AI and automation can handle the routine queries that make up 90% of calls, freeing up agents to focus on complex, high-value conversations."

### Customers Say: If You Raise Prices, Raise Service Too

The survey also found that 78% of UK consumers expect better customer service when prices go up — rising to 84% among those aged 55 and over, and 89% in Cardiff. In Belfast, not a single respondent disagreed.

"The British public plays fair and they expect fairness back," Snaddon added. "If prices increase, service levels should follow. This is a wake-up call for businesses: the contact centre isn't just a cost or support centre — each call is a frontline brand experience. And if you miss it, you risk losing customers, not just calls."

### 8x8: Helping Businesses Answer the Call

With one AI-powered platform for voice, video, chat, and contact centre, 8x8 helps organisations respond faster, work smarter, and deliver connected experiences — without the bloat.

To see the full public responses or explore regional insights, visit: [https://charts.opinionmatters.com/J11958MAT/J11958MAT\\_Q8-9\\_DDD.html](https://charts.opinionmatters.com/J11958MAT/J11958MAT_Q8-9_DDD.html)

Other Streetview surveys, reflecting the thoughts of the UK with regards to contact centres and customer experiences, will be released over the summer.

### About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on the industry's most integrated platform for Customer Experience — combining Contact Center, Unified Communication, and CPaaS solutions. The 8x8® Platform for CX integrates AI at every level to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. 8x8 helps customer experience and IT leaders become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit [www.8x8.com](http://www.8x8.com), or follow 8x8 on [LinkedIn](#), [X](#), and [Facebook](#).

Copyright 8x8, Inc. 8x8® is a trademark of 8x8, Inc. All rights reserved.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20250619708717/en/): <https://www.businesswire.com/news/home/20250619708717/en/>

8x8, Inc. Contacts:

Media:

[PR@8x8.com](mailto:PR@8x8.com)

Investor Relations:

[Investor.Relations@8x8.com](mailto:Investor.Relations@8x8.com)

Source: 8x8, Inc.