

Transforming into a

Customer Experience Leader

Key strategies leading brands use to build lasting customer relationships through exceptional experiences

In August 2024, bespokeCX and CX4ROCKS, in collaboration with OnResearch, conducted an online survey involving 1,000 customers across the U.S. and Canada, covering five major sectors: Telecom, Finance, Healthcare, Energy, and Retail. This report presents the top cross-industry findings and offers insights on how to transform your CX strategy to build unbreakable customer relationships.

If you're interested in industry-specific insights, simply email us, and we'll guide you through the data most relevant to your sector.

Presented by:



INTRODUCTION

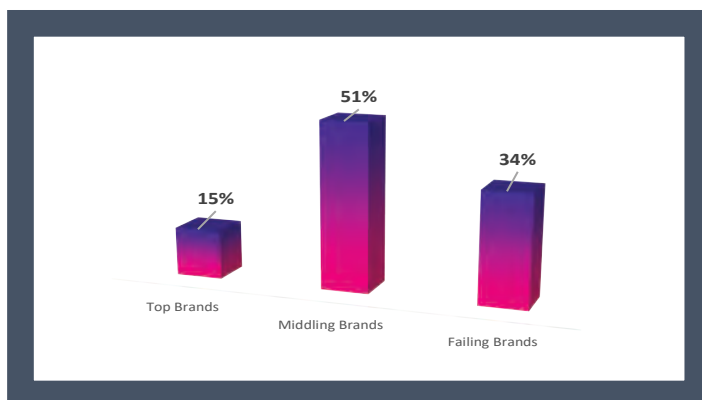
The Challenge of Prioritizing Customer Relationships

In today's fast-paced business environment, many brands have shifted their focus toward short-term revenue gains, often at the expense of fostering lasting customer relationships. As a result, the emotional connection between brands and customers has weakened, leading to a decline in the overall quality of the customer experience (CX). This shift poses a significant risk to a brand's long-term success.

Brands now face a critical inflection point: to remain competitive and ensure long-term success, they must re-prioritize their customer relationships by making transformative, game-changing decisions. This report outlines the key strategies employed by leading brands to build unbreakable customer relationships through exceptional customer experiences.

In our quest to uncover the best practices in customer experience (CX), we aimed to find strategies that help brands strike a crucial balance: achieving short-term revenue boosts through new customer acquisition while also transforming existing customers into loyal brand evangelists. Our data revealed something remarkable—segments of leading brands that approach CX with a distinct and more effective mindset. These brands have created engines that build unbreakable customer relationships with minimal effort and strategic programs designed to foster loyalty.

Through our analysis, we identified three distinct segments of brands based on customer perception:



- 1. Top Brands:** Where consumers report the highest levels of brand perception.
- 2. Middling Brands:** Where consumers are generally happy, but not impressed.
- 3. Failing Brands:** Where consumers feel indifferently or negatively about the brand.

This report will guide you in learning from the success of the 'Top Brands' while helping you avoid the pitfalls that lead to the middling or failing status.

A quick point of clarification. Customer Experience (CX) is the term we use today to describe how a customer relates to a Brand or a business. CX is a reflection of how the customer perceives, reacts to and evaluates a brand based on the sum of all interactions—in other words, their total experience. The term is literal: it's how a customer "experiences" a brand and if there's one rock-solid, incontrovertible fact about CX, it's this:



Deep customer relationships are built on trust and are cultivated to ensure the outcome of good customer experiences.

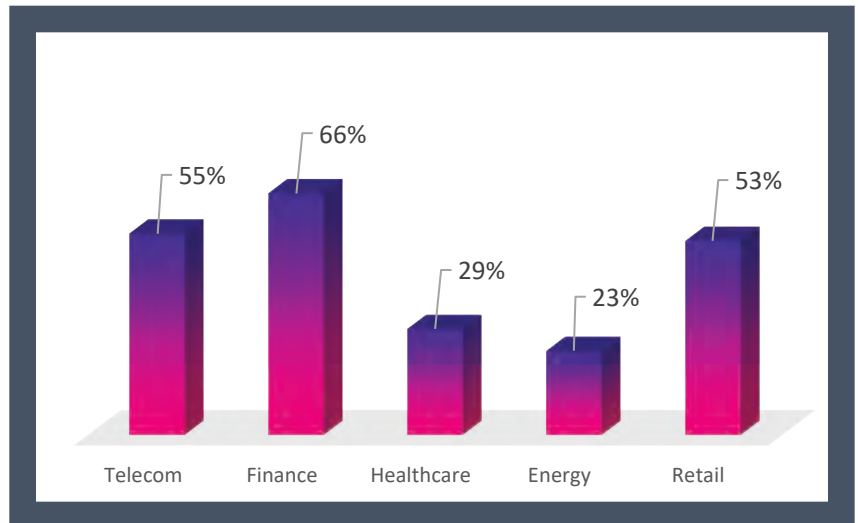
RESEARCH METHODOLOGY

Research Design

In August 2024, bespokeCX and CX4ROCKS conducted a comprehensive online survey working in partnership with OnResearch – a Market Research Company to investigate how consumer’s preferences towards a brand shift based on their interactions across different touchpoints throughout their journey. The research focused on identifying the preferred channels and touchpoints for customer-brand interactions and determining which channels are perceived to offer quicker resolutions.

Target Population

The survey targeted 1000 U.S. and Canada customers across five key sectors: Telecom, Finance, Healthcare, Energy, and Retail. The study included brands such as AT&T, Bank of America, CVS, and Best Buy to ensure representation of leading industry players.



Data Collection

Data was collected from 2024, July 19 to 2024, August 02 using OnResearch’s proprietary survey platform, which facilitated the distribution and completion of the survey by respondents. The survey was designed to be user-friendly and accessible on both desktop and mobile devices, ensuring a wide reach and high response rate.

Survey Design

The survey was composed of closed-ended questions to gather quantitative data. The questions were designed to cover the following key areas:

1. Perception of Brand Interaction: Respondents were asked to rate their experiences with the listed brands, focusing on aspects such as ease of use, satisfaction, and resolution speed.
2. Customer Interaction Channels: Questions focused on identifying the channels (e.g., phone, email, live chat, social media) and touchpoints (e.g., customer service, in-store visits, website interactions) that customers prefer when interacting with brands.
3. Resolution Speed: Specific questions targeted the perceived speed of resolution across different channels, helping to identify which channels are considered most effective in addressing customer issues.

Data Analysis

The collected data was subjected to both descriptive and inferential statistical analyses. Descriptive statistics were used to summarize the demographic characteristics of the sample and the general trends in channel preference and brand perception. Cross-tabulation and correlation analyses were performed to explore the relationships between customer interactions and brand perception.

Disclaimer: While the online survey method allows for efficient data collection, it may introduce certain biases, such as self-selection bias, where individuals with strong opinions may be more likely to participate. Additionally, the study's focus on major brands in key sectors may limit the generalizability of findings to smaller brands or other sectors not included in the study.

SUMMARY OF FINDINGS



POWER OF CUSTOMER SUPPORT

For your customer, your latest support interaction matters more than your next Big CX Investment

The average American company dedicates substantial resources to enhancing customer experience, with the bulk of these budgets funneling into major transformation initiatives such as technology upgrades, digital tools, personalized customer experiences, omnichannel strategies, and extensive loyalty programs. According to the Global Customer Loyalty Report 2023, companies have invested or plan to invest an average of \$375,000 USD in launching or overhauling their loyalty programs. However, amid these high-profile efforts, a critical component is often overlooked: the ground-up approach.

A key insight from the study reveals that customers frequently rely on shortcuts when assessing their interactions with a brand, with the most influential shortcut being their most recent support experience. While innovative strategies might grab initial attention, it is the consistent delivery of outstanding support that ultimately cements a brand's reputation.

Trendy CX innovations like advanced personalization through technology can certainly help, but they don't always sway customers' evaluations of your brand. What truly matters is the consistent support and guidance you provide throughout their entire product journey.

'Time is Close' isn't the magic bullet

It's often assumed that reducing time to close a case will automatically lead to higher customer satisfaction and cost savings. However, our data challenges this notion. Even failing brands have managed to streamline their case resolution processes over the years. But under the pressure to close cases quickly, these brands often cut corners in defining quality standards, focusing more on speed than on truly satisfying the customer. In contrast, top brands also resolve cases swiftly, but they excel by channeling their support resources—people, technology, and processes—towards what customers value most: an effortless experience delivered by a professional and knowledgeable brand.

How Top Brands Deliver Exceptional Support Experiences

Top brands differentiate themselves by focusing on delivering support experiences that evoke strong emotional responses from customers at every interaction. Top brands consistently outperform in delivering differentiated support experiences by focusing on professionalism, effortlessness, and knowledgeable.

Top brands are **3 times more likely to conduct themselves in a highly professional manner.**

Professionalism in customer support is paramount. Customers value interactions that are handled with respect, courtesy, and competence. Top brands ensure that their support staff are well-trained and empathetic, creating a seamless and positive experience for customers. This professionalism extends across all channels, ensuring that customers feel valued and respected at every touchpoint.

Top brands are **4 times more likely to deliver an Effortless Experience.**

Customers appreciate support experiences that are easy and require minimal effort. Top brands prioritize making the support process as straightforward as possible. This includes reducing the need for customers to repeat information and ensuring smooth transitions between different channels. By focusing on effortlessness, these brands create a more satisfying and memorable experience for customers.

Top brands are **3 times more likely to show deeper knowledge of their products and services.**

Customers expect support staff to be knowledgeable about the brand's products and services. Top brands invest in training their staff to ensure they can provide accurate and helpful information. This not only resolves customer issues efficiently but also instills confidence in the brand, leading to increased loyalty.

SUMMARY OF FINDINGS



SUPPORT CHANNELS

Overestimating the Power of Self-Service: When Customers Need More Than DIY Solution

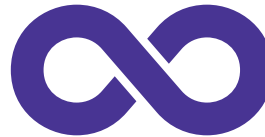
Customer's choice of channel largely depends on several factors, including the complexity of the issue, the urgency of the resolution, and personal preferences.

Despite 69% of customers expressing a strong preference for resolving issues independently through self-service channels, only 14% reported that their problems were fully addressed this way. It appears that brands have overestimated customers' tolerance for self-help solutions. 43% of customers struggled to find relevant content, leading to frustration and ultimately prompting them to seek assistance from human support.



Phone is the Preferred Support Channel

Phone remains the preferred method of resolution for customers seeking support. This preference is driven by the ability to resolve issues quickly and effectively through real-time communication.



Seamless Channel Switching is the Key

Customers often begin their support journey on one channel and switch to another, typically the phone. Ensuring a seamless handoff between channels, without requiring customers to repeat information, is crucial to maintaining a positive experience.

Conclusion

PATH TO CX LEADERSHIP

To become a CX leader, brands must focus on delivering exceptional support experiences that are professional, effortless, and knowledgeable. By prioritizing these areas, brands can build stronger customer relationships, enhance brand perception, and drive long-term success. Following the strategies outlined in this report will enable brands to consistently deliver superior support experiences and transform into leading CX brands.

The Crucial Role of Support in Driving Customer Experience

In today's hyper-competitive market, customer experience (CX) has emerged as a key differentiator that can make or break a brand. As businesses strive to cultivate strong, lasting relationships with their customers, the role of support has become increasingly critical. Support interactions often serve as pivotal moments that shape customer perceptions, influence loyalty, and ultimately, drive business success.

This chapter delves into the importance of support as a fundamental driver of customer experience, exploring how it impacts brand perception, customer satisfaction, and long-term loyalty.

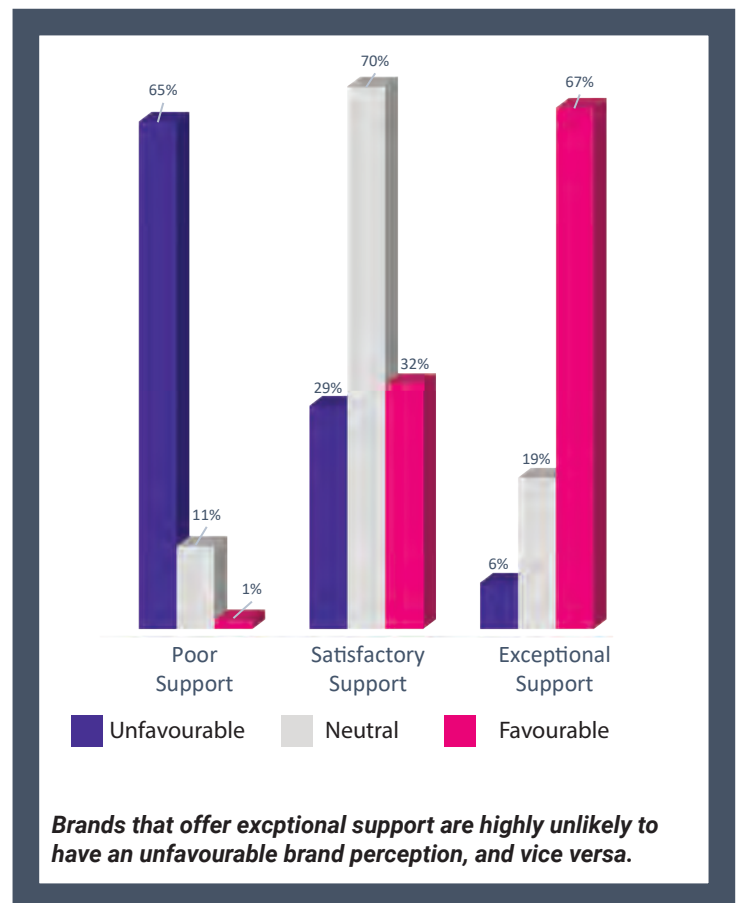


The quality of customer support your brand provides is the most critical factor in driving customer satisfaction and, consequently, loyalty

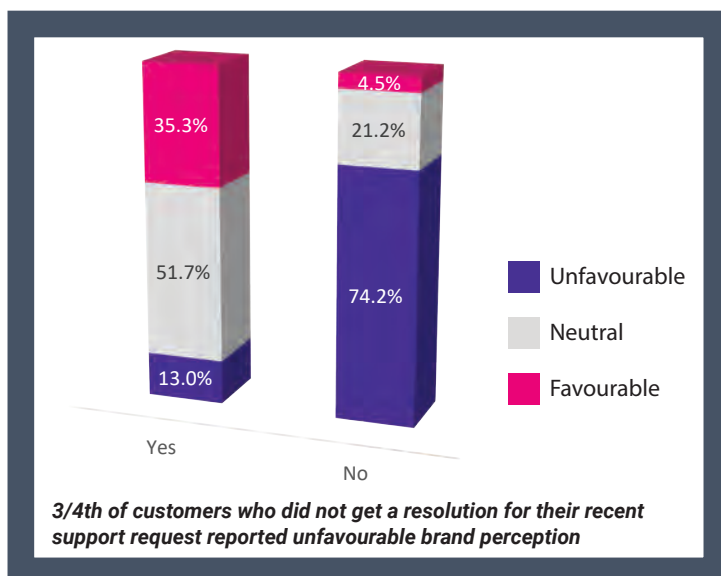
1. Support as a Touchpoint for Brand Perception

The perception customers hold of a brand is not just shaped by the products or services it offers but also by the quality of support they receive when they encounter issues. In many cases, customer support is the primary point of interaction between a brand and its customers, especially when things go wrong. How a brand handles these critical moments can significantly impact how it is perceived.

Support experiences often serve as a litmus test for a brand's commitment to its customers. A positive support interaction can reinforce trust and confidence in the brand, while a negative experience can erode customer loyalty and damage the brand's reputation. According to the findings of this research, the support experience is a critical factor in shaping overall brand perception. Customers who receive exceptional support are more likely to develop a positive view of the brand, which translates into increased loyalty and advocacy.



The research highlights that customers are not inclined to meticulously evaluate every interaction they have with a brand.



Instead, they often rely on shortcuts, with the most recent support experience being a significant determinant of their overall perception of the brand.

This underscores the importance of consistently delivering high-quality support experiences to maintain and enhance brand perception.

2. Support as a Predictor of Customer Satisfaction

Customer satisfaction is a vital metric that reflects the overall quality of the customer experience, with support effectiveness and efficiency being key contributors.

To pinpoint the factors that most influence customer satisfaction, we conducted a regression analysis. This statistical method helps identify how various factors, like time to close or the length of a customer’s relationship with a brand, impact customer satisfaction. By analyzing these relationships, regression analysis can reveal a mathematical equation that not only describes these connections but also predicts how changes, such as reducing case resolution time, might enhance customer satisfaction.

The regression analysis revealed that customer satisfaction is minimally affected by factors like time to close or the duration of the customer-brand relationship. Instead, it is significantly shaped by four key elements.

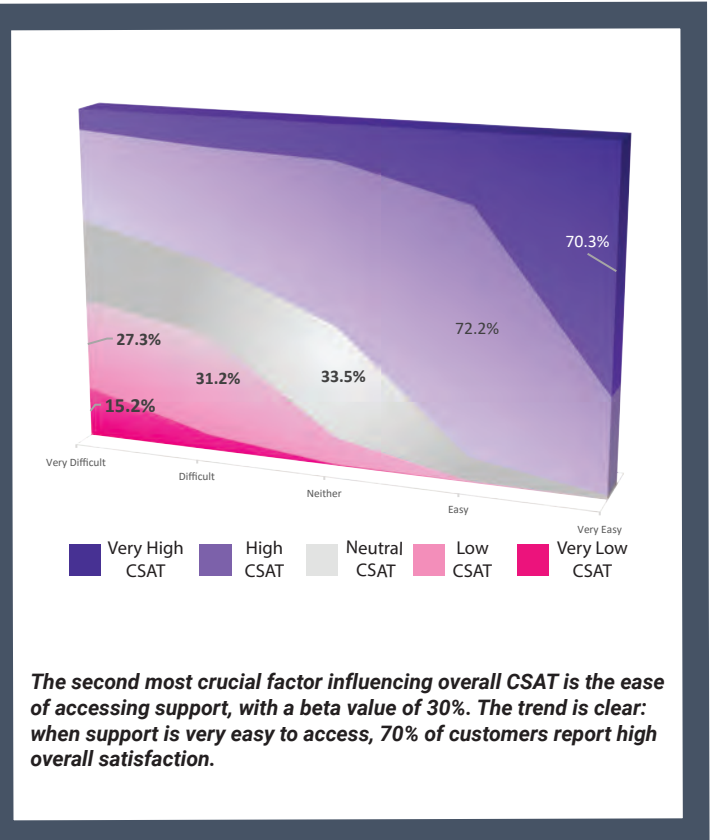
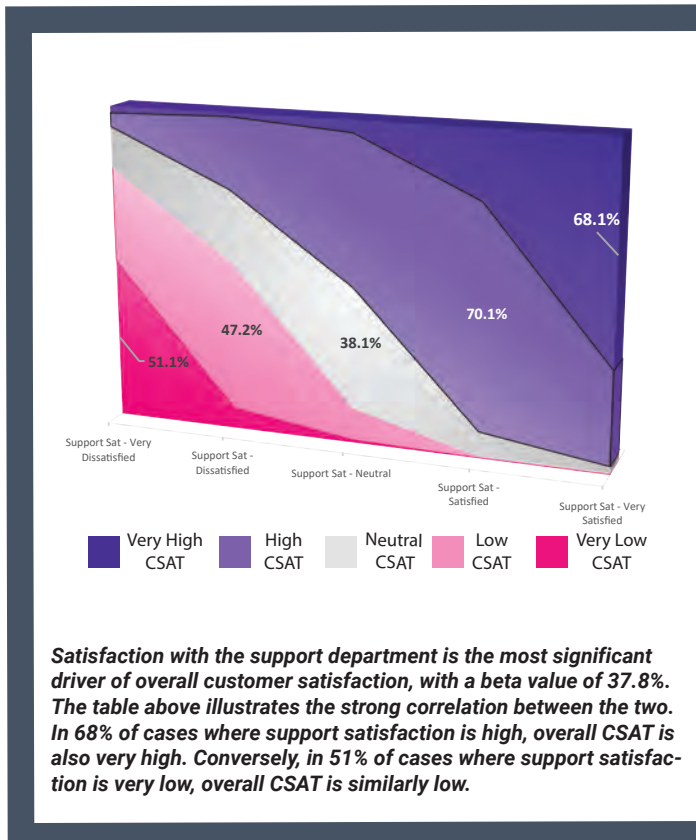
A regression model with these four factors (variables) showed an adjusted R-squared value of 56%. This means that 56% of the variability in overall customer satisfaction (CSAT) can be explained by these four factors combined.



Support satisfaction with the most recent support case



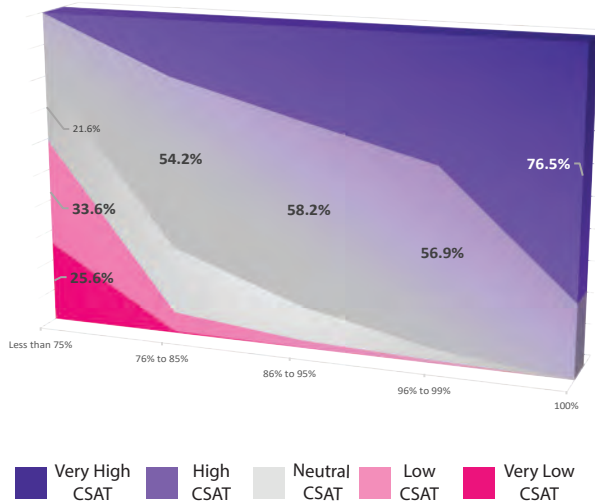
Ease of accessing customer support



The adjusted R-squared value indicates how well the model fits the data while accounting for the number of variables included. A 56% adjusted R-squared suggests that the model has a significantly strong explanatory power, meaning that these factors are significant contributors to overall customer satisfaction.

3

Percentage of experiences considered "very positive"

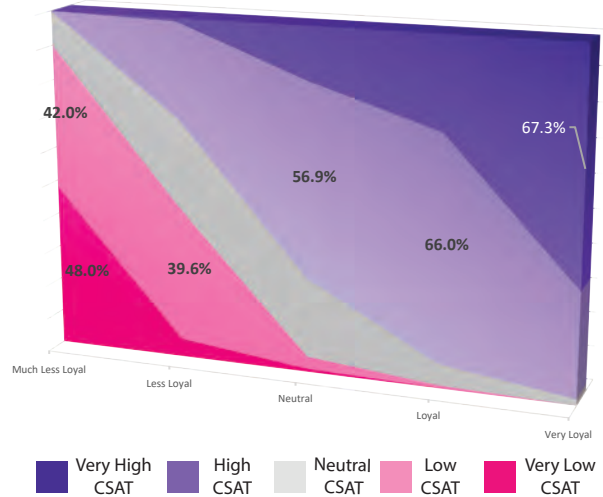


The third factor influencing overall CSAT is the percentage of positive past interactions customers have had with the brand, with a beta value of 20%. In fact, more than three-quarters of customers who reported very high satisfaction also noted that all their support interactions were highly positive.

In short, your overall CSAT largely depends on how many positive support interactions you've had with your customers.

4

Customer Loyalty with the brand

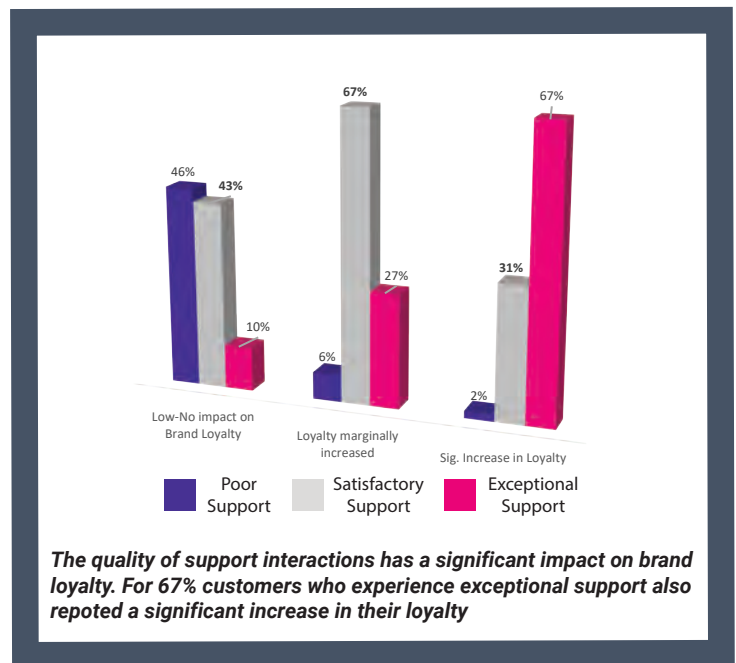


When customers feel that their most recent support experience has strengthened their loyalty to the brand, their overall satisfaction with the brand is notably high. The change in loyalty attributed to support quality is a key factor influencing overall CSAT, with a beta value of 25%. In fact, over three-quarters of customers who reported very high satisfaction also noted a significant increase in brand loyalty as a result of their support experience.

3. Customer Support as a Driver of Customer Loyalty

Customer loyalty is the ultimate goal of any brand's customer experience strategy. Loyal customers are not only more likely to make repeat purchases but also to recommend the brand to others, thereby driving organic growth. Support plays a crucial role in building and sustaining customer loyalty.

The research indicates that support interactions have a direct impact on customer loyalty. Customers who have positive support experiences are more likely to remain loyal to the brand, while those who encounter negative experiences are more likely to switch to a competitor. This is because support interactions are often seen as a reflection of the brand's overall commitment to its customers. When customers feel that their concerns are handled with care and competence, they are more likely to develop a sense of loyalty towards the brand.



Moreover, the research highlights that the length of a customer's relationship with a brand is not as important a contributor to loyalty as the quality of support interactions. This suggests that even long-term customers can be driven away if their support needs are not met effectively. Conversely, brands that consistently deliver exceptional support experiences can build strong, lasting relationships with their customers, regardless of how long they have been with the brand.

Conclusion

Support is often the most tangible representation of a brand's commitment to its customers. A positive support experience reinforces trust and satisfaction, while a negative one can quickly erode even the most loyal customer relationships. Through a rigorous regression analysis, the research identified the key elements that significantly impact customer satisfaction—most notably, the effectiveness of recent support interactions, ease of access, and the consistent delivery of positive experiences. These findings highlight that the quality of support, more than any other factor, directly influences customer loyalty.

For brands aiming to build unbreakable customer relationships, the path forward is clear: prioritize exceptional support at every interaction. Top-performing brands have shown that by consistently delivering professional, seamless, and knowledgeable support experiences, they can cultivate deep, enduring connections with their customers. This not only enhances loyalty but also positions these brands for sustained success in a market where customer experience is the ultimate differentiator.

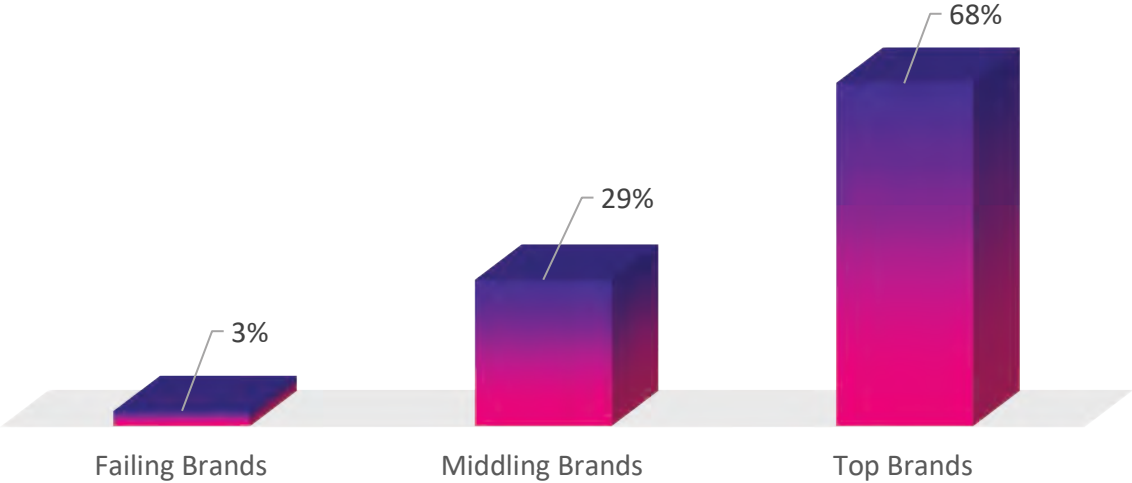
Drivers of Exceptional Support Experience

Top brands are twice as likely to provide an exceptional customer experience compared to middling brands, and 23 times more likely compared to failing brands.

This creates a significant gap between top brands and the rest. The key question is: how have these top performers managed to outpace the competition so dramatically in delivering exceptional support experiences?"



Top brands *consistently* deliver exceptional support experiences.



1. Professionalism is Key to Drive Exceptional Support Experience

Professionalism in support interactions is paramount. Customers expect to be treated with respect, courtesy, and competence, regardless of the channel they use to seek help.

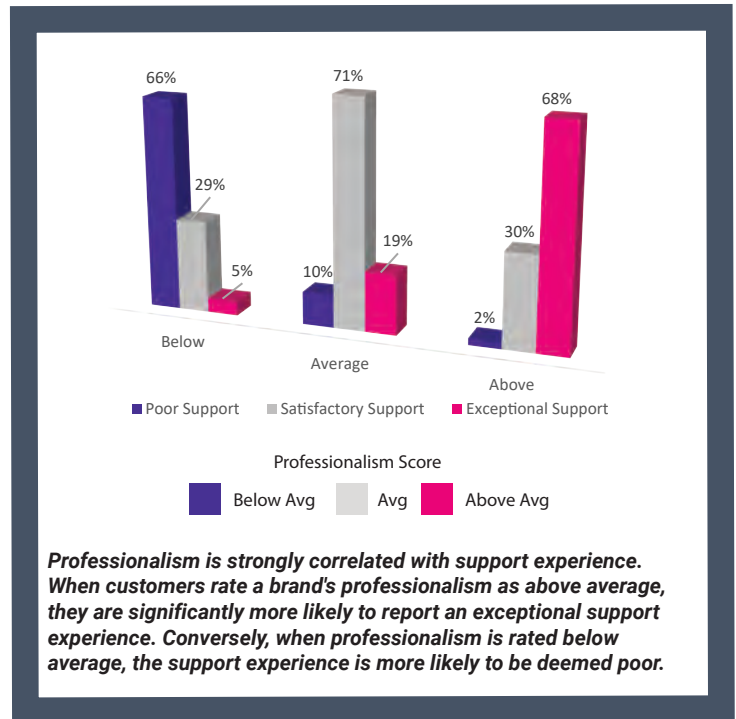
Brands that consistently demonstrate professionalism in their support interactions are three times more likely to deliver exceptional experiences that result in higher customer satisfaction.

Professionalism is more than just resolving issues—it reassures customers that they are valued and respected.

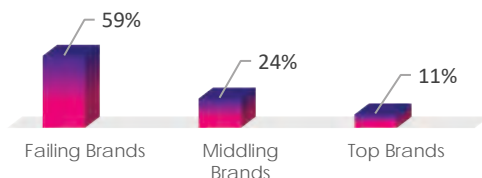
Professionalism extends beyond the conduct of support teams; it's reflected across all channels through the brand's commitment to convenience, compassion, and service quality standards.

However, the perception of what constitutes professional behavior can vary depending on customer needs and the industry in question. In our industry-specific chapters, we explore how customers interpret each driver of the support experience.

Professionalism is strongly correlated to two areas of customer support:

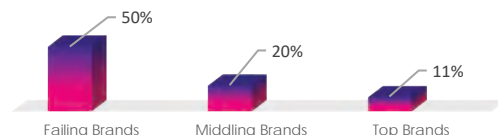


Lacking Compassion



According to customers, failing brands are nearly six times more likely to be perceived as lacking compassion.

Difficult to Switch Channels



Customers also perceive that failing brands are nearly five times more likely to make channel switching difficult.

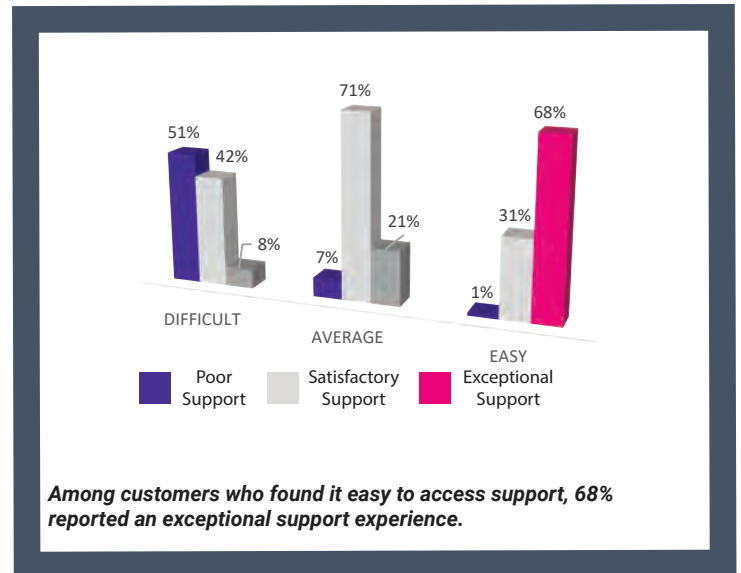
Top brands exemplify professionalism by providing a smooth transition between channels when self-help options fall short and by incorporating a compassionate human touch.

Despite their strengths, even top brands occasionally miss the mark; about 1 in 10 interactions fail to demonstrate compassion or make channel switching easy. Middling brands are twice as likely to create journeys that lead to negative outcomes, while brands with low customer perception are more than five times as likely to struggle in these areas.

Ease of interaction is a crucial driver of support satisfaction

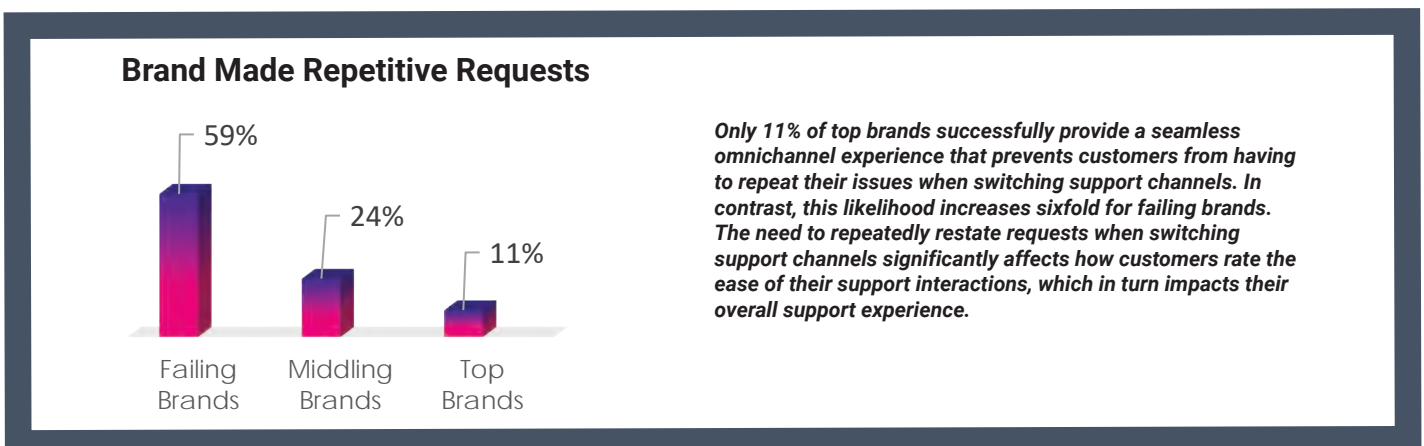
Customers appreciate support processes that are simple, straightforward, and require minimal effort. This involves providing clear instructions, avoiding repetitive requests for information, and ensuring seamless transitions across different communication channels.

Research indicates that customers are twice as likely to report a positive support experience when their interactions are effortless, even if it takes slightly longer to resolve the issue.



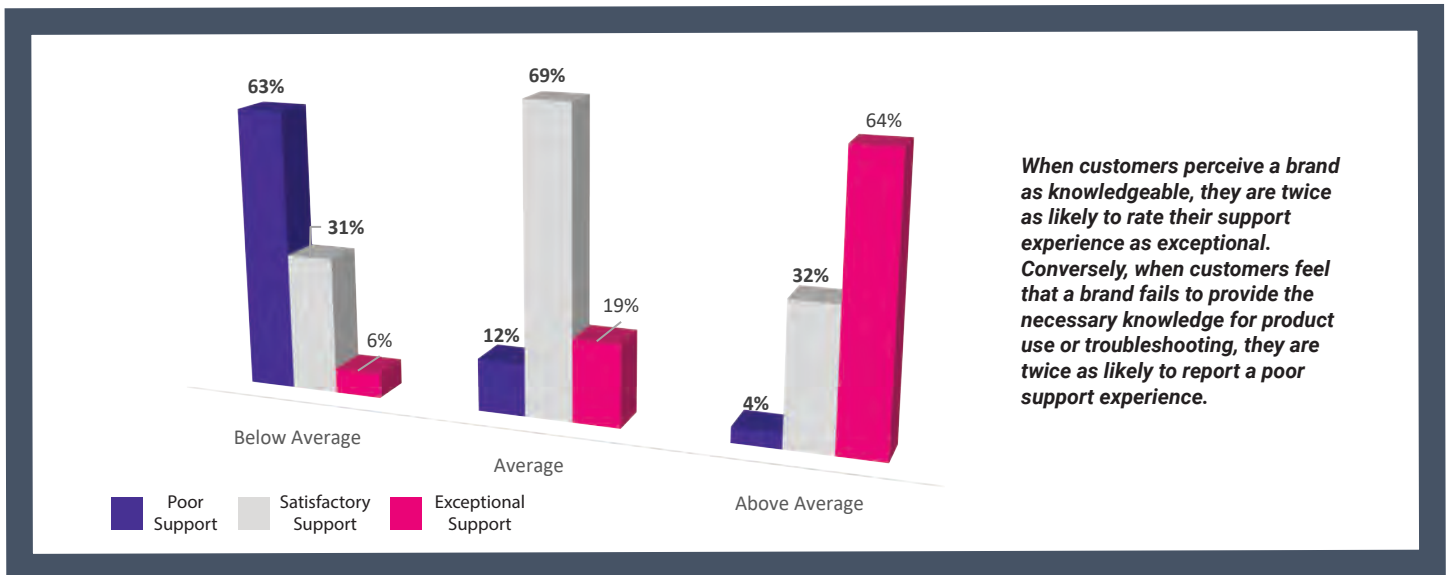
Top brands excel in making support experiences effortless by:

1. Offering seamless transitions between digital and one-on-one channels.
2. Ensuring customers don't have to repeat themselves when switching channels.

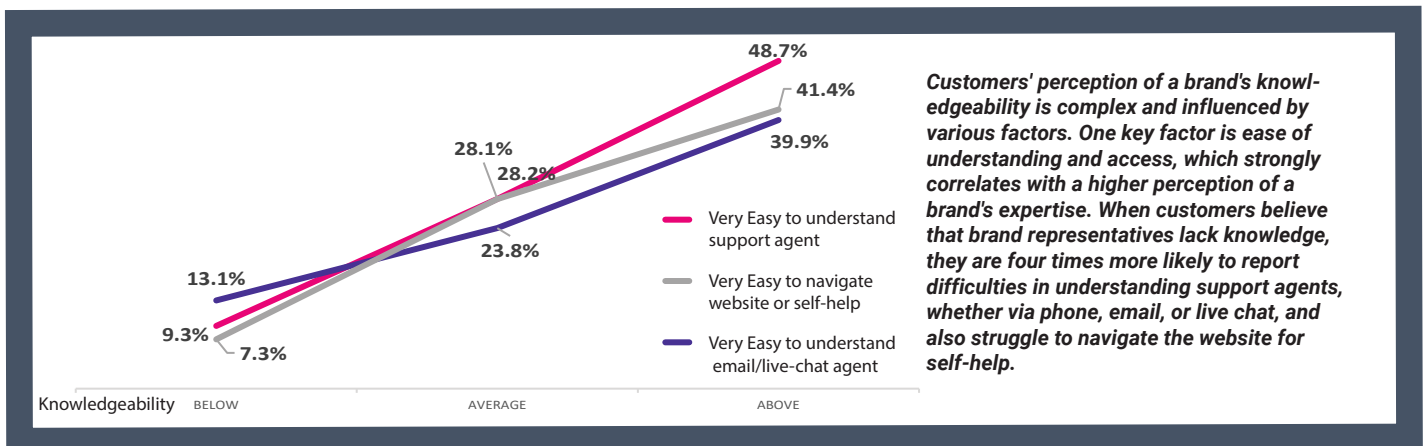


Moreover, 61% of customers have reported difficulties when transitioning between channels during support interactions. This highlights a significant gap between consumer expectations for seamless channel-switching and the reality of its implementation by most companies.

Knowledgeability is also a huge predictor of support satisfaction



Knowledgeability carries different expectations depending on the support channel. Customers expect support agents to have an in-depth understanding of the brand's products and services, while other channels should make information easy to find and communicate in a clear, understandable manner. Brands that invest in training their support staff to be both knowledgeable and empathetic are better equipped to deliver satisfying support experiences. Additionally, brands that prioritize clear communication across channels like email and live chat, and focus on the discoverability of support content, are more likely to meet customer expectations.



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Top Brands Prioritize Quality Over Quickness in Customer Support

Interestingly, the research challenges the traditional emphasis on the speed of resolution as a primary driver of support satisfaction. While resolving issues quickly is important, it is not the sole determinant of customer satisfaction. The data shows that the speed of case resolution is not a strong indicator of support experience. While 68% of customers of leading brands resolve their cases in less than 3 days, 53% of customers of middling brands do the same. This results in fractional 1.3 times difference between top-performing and middling brands.

This suggests that top brands are not solely focused on closing cases quickly. Instead, other aspects of the experience contribute to the superior support experience that sets these top brands apart.

The Role of Channels in Support Experiences

The channels through which customers seek support also play a critical role in shaping their experiences. The research shows that different channels have varying levels of effectiveness in delivering positive support experiences. However, the effectiveness of a support channel is not solely determined by its popularity. The ease of use, availability of up-to-date information, and seamless transitions between channels are all important factors that contribute to the overall support experience. Brands that excel in these areas are more likely to deliver exceptional support experiences across all channels, thereby enhancing customer satisfaction and loyalty.

Conclusion

Based on the research findings, there are several best practices that brands can adopt to deliver exceptional support experiences:

1. **Invest in Professionalism** - Ensure that all support interactions are conducted with the highest levels of professionalism. This includes training support staff to be courteous, respectful, and competent in their dealings with customers.
2. **Make Support Effortless** - Simplify the support process for customers by providing clear instructions, avoiding repetitive information requests, and ensuring seamless transitions between channels.
3. **Prioritize Knowledgeability** - Equip support staff with the knowledge and tools they need to effectively address customer issues. This includes ongoing training and access to up-to-date information about the brand's products and services.
4. **Focus on the Quality of Interactions, Not Just Speed** - While quick resolutions are important, they should not come at the expense of the quality of the support interaction. Ensure that customers feel valued and understood, even if the resolution takes a little longer.
5. **Optimize Channel Experiences** - Tailor the support experience to the specific channel being used, ensuring that it is easy to use, provides accurate and up-to-date information, and allows for smooth transitions between channels.

By adopting these best practices, brands can elevate their support experiences, strengthen customer relationships, and ultimately drive long-term business success.

In conclusion, support is not just a necessary function within a brand's operations; it is a critical driver of customer experience that can significantly impact brand perception, customer satisfaction, and loyalty. Brands that recognize the importance of support and invest in delivering exceptional support experiences are better positioned to succeed in today's competitive marketplace.

Impact of Channel Preference and Usage on CX

In today's digital age, where reviews and social media have a powerful impact on a brand's image, customer experiences—whether positive or negative—can greatly influence public perception. Building and maintaining a strong reputation through excellent customer support is more essential than ever.

To enhance the customer experience, many brands now offer support across multiple channels such as phone, email, live chat, social media, and websites. This multichannel approach allows customers to choose their preferred method of interaction, making their experiences more seamless and effortless.

Over the past decade, the number of companies investing in omnichannel experiences has surged from 20% to over 80%. However, creating a seamless integration where customers can switch channels without restarting their journey remains a challenge. To achieve this, companies need a deeper understanding of customer preferences and the convenience of using each channel.

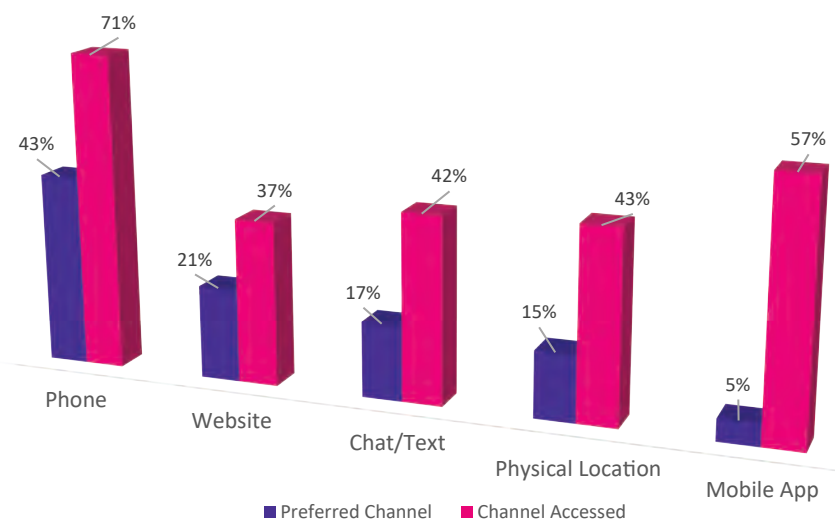
This chapter explores the channels customers prefer versus those they actually use when seeking assistance from a brand. It also identifies which channels provide the most effortless experiences and outlines key priorities for brands to consistently deliver exceptional support across all channels.

For brands aiming to enhance their reputation for outstanding customer support, these insights are invaluable.



While approximately 51% of companies use at least 8 channels to engage with customers, this widespread adoption of multichannel strategies does not always equate to fully integrated omnichannel support. In fact, only 10% of companies deliver a truly seamless omnichannel experience.

1. Channel Preference: The Customer's First Choice



Phone Support Dominates as the Top Choice and Most Accessed Channel for Customer Assistance
Websites Fall Short: Preferred but Least Accessed Support Channel in Critical Moments

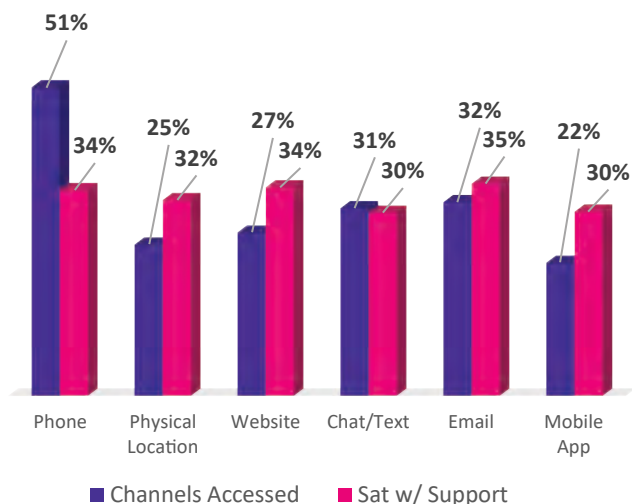
When seeking help, customers have distinct preferences for how they want to interact with brands. The research shows that phone support is the dominant channel of choice, with 43% of customers identifying it as their preferred method of communication when they encounter issues. This preference is further reinforced by the fact that 71% of those who favor phone support actually use it when problems arise. The phone's appeal lies in its ability to provide real-time, direct communication with a support agent, making it particularly valuable in situations that require immediate assistance or when issues are complex and need personalized attention.

Customer preference for phone support is nearly double that of the next most favored option, the website, which is preferred by 21% of customers. However, despite this preference, websites present a challenge as they are the least accessed support channel when the need arises, indicating a gap in facilitating customer access during critical times.

Other channels, while less preferred, still play important roles in the support ecosystem. For instance, 17% of customers prefer using chat or text-based communication, and 15% favor visiting a physical location for in-person support. Unlike websites, chat and physical locations are more likely to be accessed when customers need support.

Interestingly, while only 5% of customers prefer using a mobile app for support, those who do are highly likely to turn to this channel during troublesome times, with 57% of them using the app when they need help.

2. Channel Interactions: Resolving Issues Efficiently



When it comes to satisfaction with support for each of these channels, all channels perform similarly in terms of delivering exceptional support experiences.

While customers have various preferences and access different channels for different types of support needs, when it comes to support satisfaction from each channel, there is a parity across the board. All channels trend in a similar manner when it comes to satisfaction with support. With these consistencies across all channels, the true differentiator lies in the number of interactions required to resolve a support request, which serves as a key indicator of a channel's effectiveness.

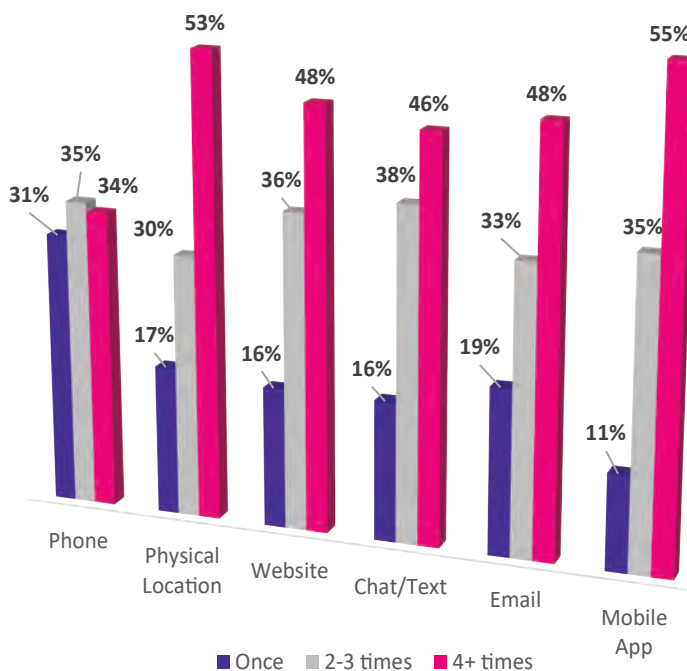
To better understand each channel's effectiveness, we analyzed how many interactions it takes to resolve support requests across these channels.

Phone Support Proves Most Efficient, Resolving Issues Nearly Twice as Fast as Other Channels

Research shows that phone support is the most efficient channel, with 31% of customers resolving issues in a single interaction—almost twice as effective as other channels.

Its real-time communication allows for quick resolutions, immediate feedback, and addressing multiple issues in a single conversation, making it a trusted choice.

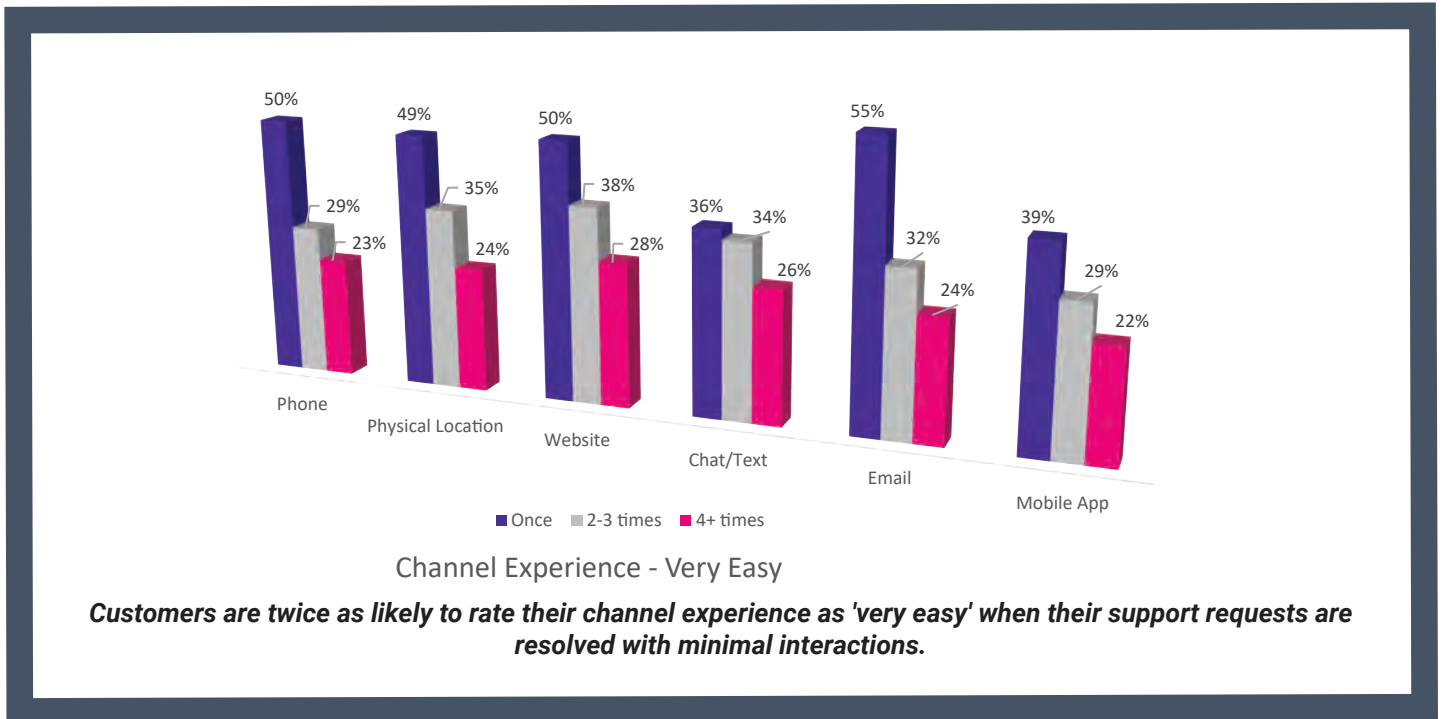
In contrast, channels like physical locations, email, and websites often require multiple interactions to resolve issues.



Nearly half of the respondents reported that all channels, except for phone support, require more than four interactions to resolve their support requests.

3. Channel Experience: Making It Easy for Customers

A smooth and effortless support experience is critical to customer satisfaction, and the ease of use of each channel plays a significant role in achieving this.



The research shows that customers almost universally expect their support requests to be resolved in the first interaction, regardless of the channel they use. When this expectation is met, 50% of customers describe the experience as effortless.

However, there are challenges. Customers using mobile apps and chat/text channels are significantly less likely to describe their experience as effortless, even when their issues are resolved in a single interaction.

For these channels, the ease of use and the quality of information provided are critical factors in determining the overall experience.

4. Enhancing Support Experience Across Each Channel

To determine how to optimize each support channel for an exceptional customer experience, we conducted a series of correlation and regression analyses. Our goal was to identify what factors contribute to customers reporting a higher level of ease (i.e., a 'Very Easy' channel experience) across different channels. Here are some interesting data points and insights that illustrate how top brands leverage each channel to deliver outstanding support.



Brands that excel in

- Minimizing Wait Times
- Effortless Channel Switching

2.2X

more likely to provide an exceptionally easy **Phone Support Experience.**

Brands that design user-friendly digital support experiences

- Featuring Easy Navigation
- Up-to-date Information

1.7X

more likely to deliver an exceptionally easy **Web Support Experience.**



Brands that excel in

- Avoiding repetitive questioning
- Offering clear, understandable solutions

1.7X

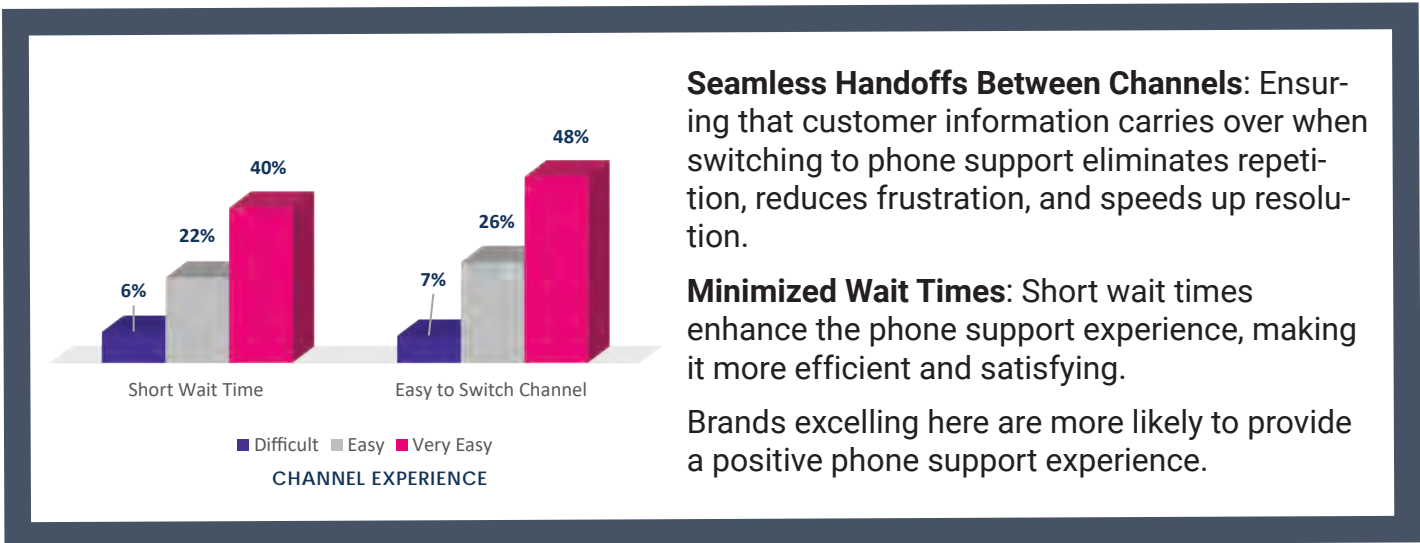
more likely to provide an exceptionally easy **Chat/Text Support Experience.**

- Brands that empower their in-store staff to demonstrate genuine compassion for customers are twice as likely to deliver an exceptionally easy in-store support experience.
- A timely and clearly written email response that is easy to understand increases a brand's ability to deliver an exceptionally easy support experience by 2.2 times.
- Brands with mobile apps that are user-friendly and feature up-to-date information are 2.6 times more likely to provide an exceptionally easy mobile app support experience.

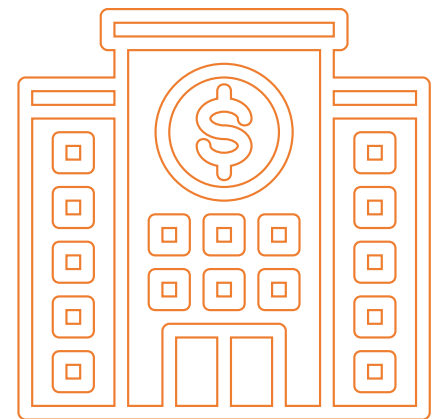
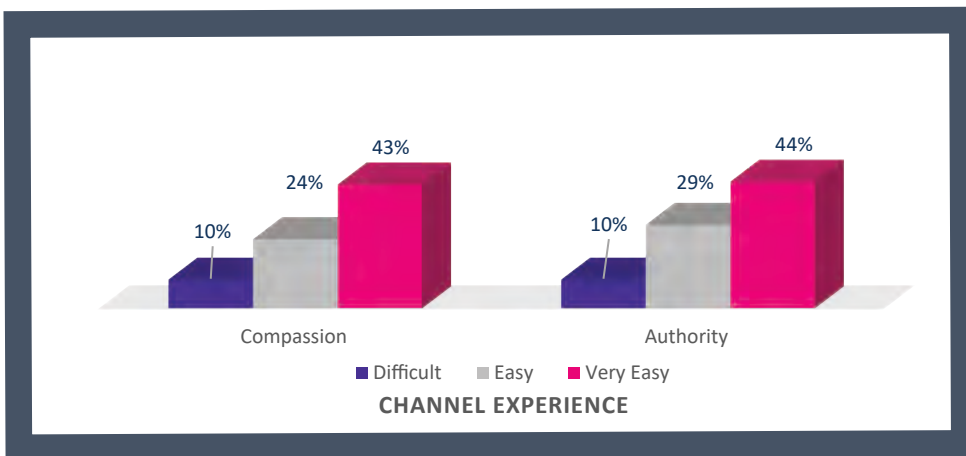


For many customers, their support journey does not begin on the phone, but rather on another channel, such as a website or mobile app. However, when issues remain unresolved, customers often switch to the phone for a more direct and immediate resolution.

The regression analysis highlights the importance of making this transition as seamless as possible and minimizing the wait times critical in maintaining a positive customer experience.



Empowering in-store support agents is crucial for enhancing customer satisfaction and brand success.



The Importance of Empowered In-Store Agents

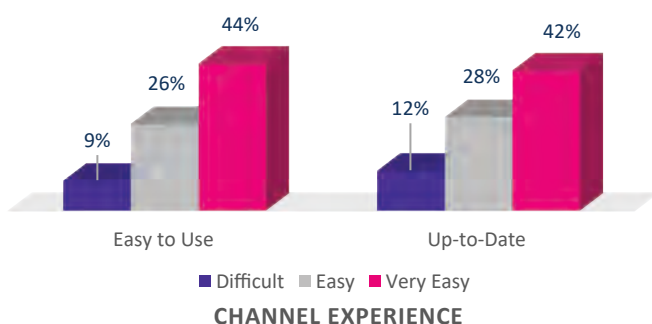
When agents have the authority and tools to resolve issues on the spot, customers experience less frustration and are more likely to leave satisfied. This is particularly important in in-store settings, where immediate support is highly valued. Showing compassion during these interactions fosters an emotional connection and builds trust, transforming routine support encounters into memorable experiences.

Brands that effectively empower their agents and demonstrate compassion are twice as likely to deliver an exceptional in-store support experience.



Websites as Essential Support Tools

Websites are available around the clock, offering customers the ability to seek help at any time. This accessibility is crucial in today's fast-paced world, where immediate access to information and support is expected. Websites typically offer self-service resources like FAQs, knowledge bases, and tutorials, empowering customers to resolve issues independently.



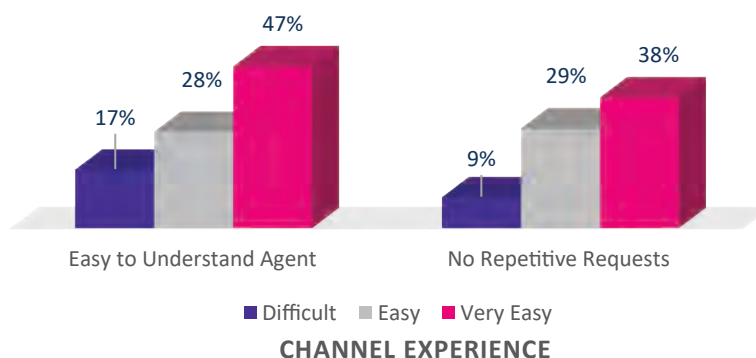
The value of a website diminishes if it's difficult to navigate or contains outdated content.

To provide an exceptional support experience, websites must be easy to use and regularly updated. Websites that meet these criteria are 1.7 times more likely to deliver an effortless support experience.



Delivering Clarity and Convenience

Chat and text channels offer immediate assistance, significantly improving customer experience through instant responses that help resolve issues quickly.

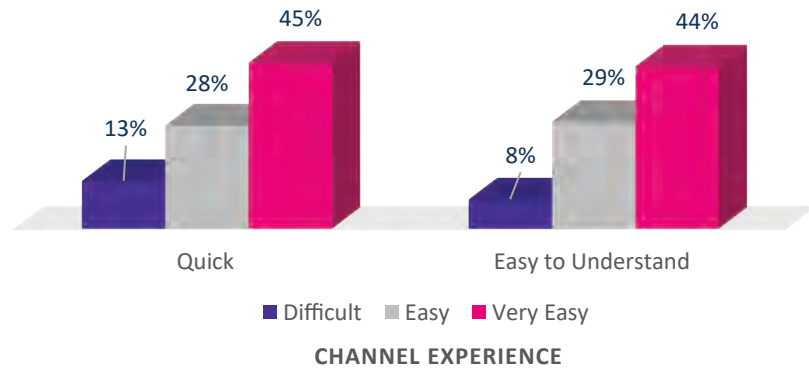


If the information provided isn't clear or if customers are asked to repeat tasks or information, frustration grows, and the opportunity for an effortless experience disappears.



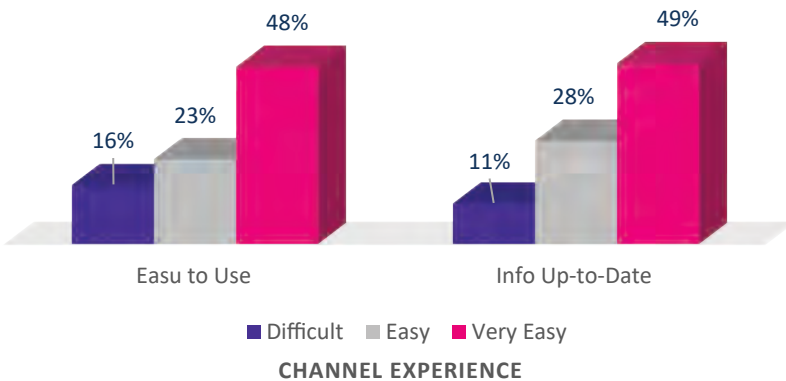
Optimizing Email Support for Clarity and Speed

Email remains a vital channel for customer support, allowing customers to communicate at their own pace, particularly for complex or technical issues.



Slow responses or unclear information can hinder the customer experience.

Delivering timely and well-written responses enhances the likelihood of providing an effortless support experience by 2.2 times.



When apps don't work properly or contain outdated information, customer frustration quickly escalates. Brands that ensure their mobile apps are easy to use and provide up-to-date content are 2.6 times more likely to deliver an exceptional support experience.



The Need for Usability and Accuracy in the app

Mobile apps offer customers the convenience of accessing information and services anytime, anywhere.

Conclusion

The research underscores the critical role that channel preference and usage play in shaping the customer experience. While the phone remains the most preferred and frequently used channel, the effectiveness of all channels depends on their ability to resolve issues efficiently and provide a smooth, effortless experience.

To optimize their support strategies, brands must focus on understanding customer preferences, ensuring seamless transitions between channels, and continuously improving the ease of use across all platforms. By doing so, they can enhance customer satisfaction, foster loyalty, and ultimately drive long-term success in an increasingly competitive landscape.

Making customer support easy is crucial for enhancing the overall customer experience and driving business success. When support is accessible and straightforward, customers are more likely to have positive brand experiences, leading to higher satisfaction and loyalty.

To achieve this, brands should focus on the following strategies across key support channels:

1. **Phone:** Ensure seamless cross-channel handoffs and minimize wait times.
2. **In-Store:** Empower support agents and show compassion.
3. **Website:** Ensure ease of use and keep content updated.
4. **Chat/Text:** Provide clear, easy-to-understand information and avoid redundant requests.
5. **Email:** Deliver timely and well-crafted responses.
6. **Mobile App:** Prioritize ease of use and up-to-date content.

While these recommendations may seem intuitive, this report emphasizes the significant improvements in customer experience that can be achieved by streamlining and prioritizing these efforts across all support channels.

Our research into customer experience (CX) has uncovered valuable insights into how top brands excel at nurturing existing customer relationships and delivering world-class support that drives loyalty. This report highlights key strategies and tactics that can transform your CX efforts.

However, it only scratches the surface. Our in-depth analysis and segmentation reveal nuanced differences in CX across the five major sectors: Telecom, Finance, Healthcare, Energy, and Retail. While support experience is a key driver of CX across all sectors, the specific factors that influence support vary widely. The role of each support channel and customer expectations differ significantly by sector. If you're interested in exploring what drives overall customer satisfaction and the role of each channel in delivering exceptional support in your industry, we invite you to reach out for a detailed walkthrough of sector-specific findings.



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