THE CORPORATE

PERSPECTIVE

Exploring Multi-Channel Customer Care

Customer Experience Management Benchmark Series
2015 Corporate Edition, Executive Summary

Execs In The Know

COPC

EXECUTIVE SUMMARY

ALIGNING RESULTS, EXPLORING INSIGHTS

The seventh report in the Customer Experience Management Benchmark (CXMB) Series, the soon-to-be-released 2015 Corporate Edition extends previous trend lines and expands on areas recently explored in the 2015 Consumer Edition. This year's Corporate Edition benefits from the participation of more than 70 brands, including AT&T, Sony, Ford Motor Company and TXU Energy. Our heartfelt thanks goes out to these and the many other brands that helped make this year's survey a success.

First published in 2012, the CXMB Series Corporate Edition now presents significant depth, with many findings now trending over the last four years. This historical context sets the stage for a deeper understanding in many key areas, including program strategy and operational results. As with previous years, the 2015 Corporate Edition continues to frame results by channel of care utilizing these categories:

- **Traditional Care:** Phone, Email and In-Person
- **Interactive Care:** Online/Video Chat, FAQ and Self-Help
- **Social Media Care:** Twitter, Facebook, Forums, etc.
- **Mobile Care:** Apps, Text/SMS and Mobile Chat

While the release of the complete 2015 Corporate Edition is still several weeks away, we invite you to take a look at some key findings on the following pages. These are some of the more intriguing discoveries from this year's survey results, hinting at the types of insights that we are excited to share with the upcoming release of the full report.

Sincerely,

Execs In The Know copc

The complete 2015 Corporate Edition of the CXMB will be released at Execs In The Know's **Customer Response Summit Phoenix**, scheduled for **February 23–25.** The findings will be noted throughout the conference, including an in-depth panel discussion in which select leaders from top brands will share their reactions to a variety of key results. We invite you to register to attend this exceptional and informative event.

For more information regarding **Customer Response Summit Phoenix**, visit the Execs In The Know website at **ExecsInTheKnow.com.**

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MEETING EXPECTATIONS AND FIRST CONTACT RESOLUTION (FCR)

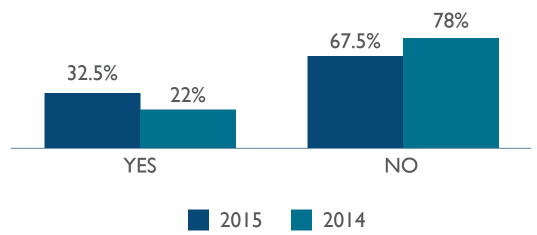
A significant disconnect continues to plague companies in meeting consumer expectations. While the gulf between corporate and consumer perception has narrowed, consumers continue to express a fairly negative opinion of customer service performance. The good news is the trend: Year over year, there was a significant increase in the percentage of consumers who felt their needs and expectations were being met. Clearly, whatever strategies and tactics Customer Care and Customer Experience (CX) leaders have put in place over the past 12 to 18 months has been working, and continued transformation calls for more of the same.

Corporate Point of View (2015)
Do you feel your customer care organization is generally meeting the needs and expectations of your customers?

2015 – **YES: 79%**

2014 – **YES: 88%**

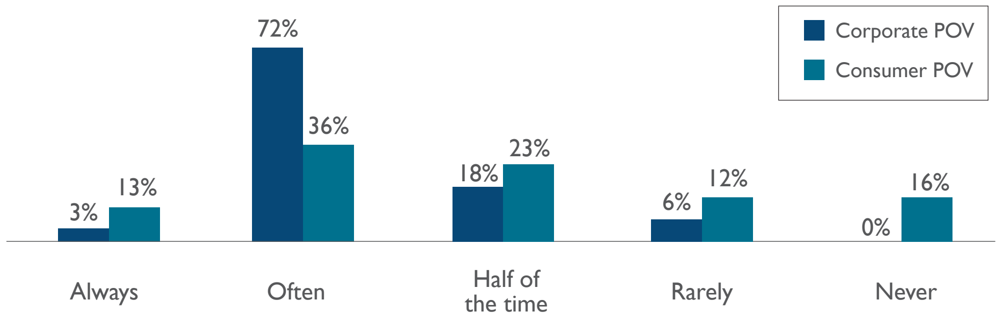
Consumer Point of View (2015)*
Do you feel the customer service departments of today's companies are generally meeting your customer service needs and expectations?



Similar to the disconnect in meeting needs and expectations, corporations and consumers continue to have vastly differing viewpoints on First Contact Resolution (FCR). In the recently released 2015 Consumer Edition, 49% of consumers see a FCR occurring "Always" or "Often." This compares with 75% of corporate respondents. It may be the case that companies have hard data that contradicts consumer opinion, but the fact is that companies need to push for expanded channel capability while continuing to empower their frontline personnel. This is especially true among alternative channels that might have less experience and fewer available resources for tackling complex customer care issues. Key to this transformation is greater integration.

Corporate Point of View (2015)
How often does your organization resolve an issue in the first instance of contact?

Consumer Point of View (2015)*
How often are your customer service issues resolved during the first instance of contacting a company's customer care organization?



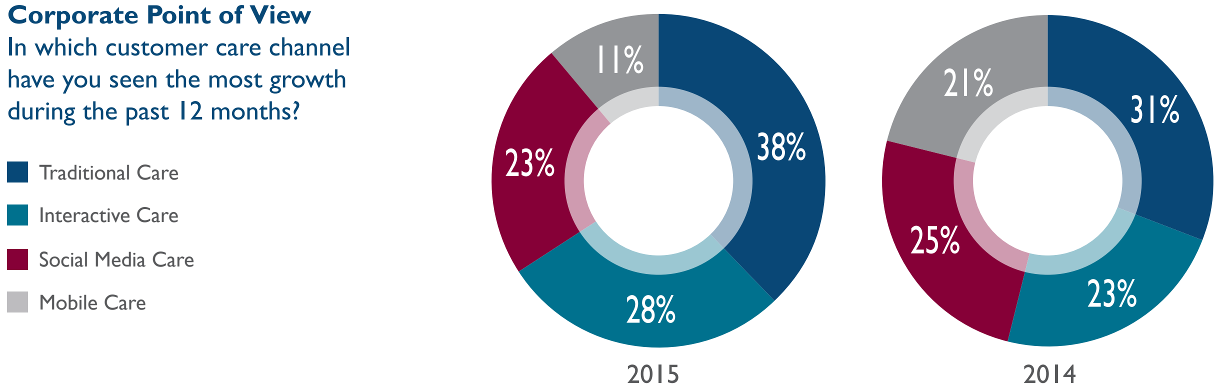
*CXMB 2015 Consumer Edition, published September 27, 2015.

EXECUTIVE SUMMARY

CHANNEL TRAFFIC AND CHANNEL PREFERENCE

Quite surprisingly, the theme of the CXMB 2015 Consumer Edition seemed to be the resurgence of Traditional Care. This theme was strongly echoed in a number of Corporate Edition results, especially in regards to channel growth. Mobile Care saw a significant reduction in its share of growth (-48%), while Traditional Care and Interactive Care saw their share of growth expand in equal proportions (+22% apiece). Collectively, these trends reinforce the notion that consumers are returning to familiar and proven paths of resolution (often through multi-channels), possibly providing impetus for companies to retool and rethink alternative channel capabilities and strategies.

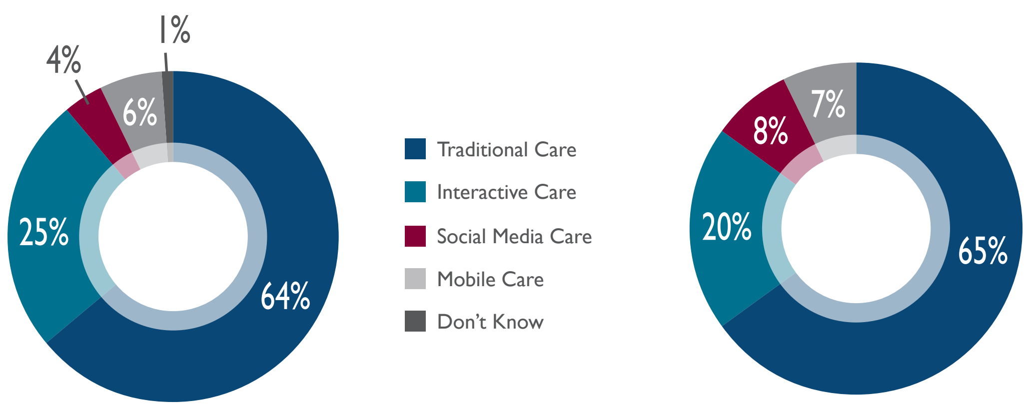
Corporate Point of View
In which customer care channel have you seen the most growth during the past 12 months?



In 2015, the CXMB Series provides ample opportunity for direct comparisons between Corporate and Consumer Edition results. One area that begs for such examination is channel preference. This year, the gap has finally been closed between corporate perception and consumer opinion. In 2014, there was an average percentage differential of 16% between the two. In 2015, that differential has been cut to 3%, showing that corporations are finally getting a better handle on the channel preferences of their customers. That said, corporate perception continues to underestimate consumer preference for Social Media Care, while overestimating consumer preference for Interactive Care.

Corporate Point of View (2015)
Which channel do you feel your customers prefer to use to engage your brand?

Consumer Point of View (2015)*
If you knew your customer service issue would be resolved regardless of contact channel, which would be your preferred contact method?



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