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CONSUMER INSIGHTS:



Understanding Consumer Experiences and Opinions

Customer Experience Management Benchmark Series
2018 Consumer Edition, Executive Summary



INTRODUCING NEW QUESTIONS ON UNASSISTED CHANNELS

The Customer Experience Management Benchmark (CXMB) Series rolls into its sixth year in 2018 with the upcoming release of the CXMB Series Consumer Edition report, due to be published in September. Just like previous reports, the 2018 CXMB Series Consumer Edition continues to be produced and published as a result of a research partnership between Execs In The Know and COPC Inc. It is with great pleasure that we bring you a snapshot of this year's findings as a part of this Executive Summary.

What's New In This Year's Report

To coincide with the industry's continued interest and investment in unassisted solutions, this year's report brings with it an entirely new section devoted to understanding the consumer's opinions of and experience within this evolving space. Satisfaction levels, resolution rates and perception of how unassisted channels have impacted the overall customer experience are all under the microscope.

The 2018 CXMB Series Consumer Edition also reprises its investigation into customer effort, adding to the data first collected last year. The results continue to shape a deeper understanding of what consumers expect, while pointing to how brands can create greater ease when it comes to issue resolution.

We look forward to the release of the 2018 CXMB Series Consumer Edition in late summer 2018. But in the meantime, we hope you'll enjoy this executive preview of select results.

Kind Regards,



Register today!

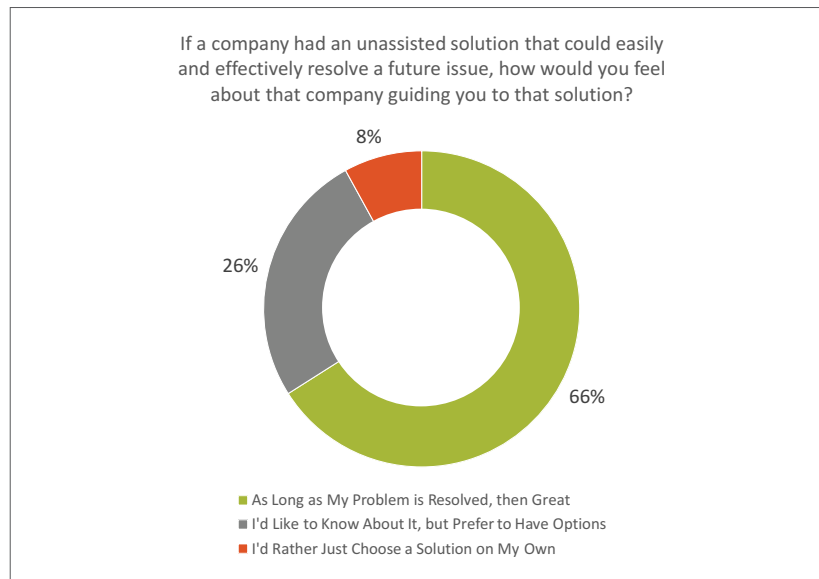


For more information regarding **Customer Response Summit Marina del Rey**, visit the Execs In The Know website at ExecsInTheKnow.com.

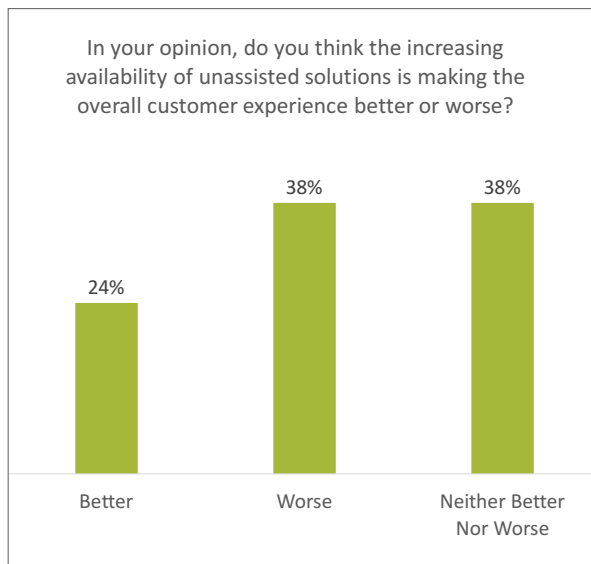
The complete 2018 CXMB Series Consumer Edition will be released at Execs In The Know's **Customer Response Summit Marina del Rey**, scheduled for **September 10-12, 2018**. The findings will be noted throughout the conference, including a main stage discussion in which leaders from top brands will share their reactions to the results. We invite you to register to attend this exceptional and informative event.

NEW AREA OF EXPLORATION: *Unassisted Solutions*

In a new area of research for the CXMB Series, respondents were screened as users of unassisted solutions, and asked about their experiences. In the results to the right, we learned that the majority of unassisted solution users are open to being guided to an unassisted solution, as long as that solution successfully resolves their issue. Additionally, about a quarter of unassisted solution users would prefer to know about an unassisted solution, but would appreciate the availability of other options.



Combined with the result above, the findings below are revealing. While most users of unassisted solutions are open to guided solutions, almost 40% view the availability of unassisted solutions as detrimental to the customer experience. Since the above is couched as a “solution that could easily and effectively resolve a future solution,” it’s vital to understand the resolution rate provided by existing unassisted solutions. In the CXMB Series survey, the overall resolution rate came in at 57% (below, right). This resolution rate is comparable to those offered by Mobile Care (58%) and Social Media Care (54%) solutions, but it falls far short of multichannel, which provided a resolution rate of 75% in 2018. Based on this outcome, brands need to significantly improve the resolution rates of unassisted channels in order to make guided assistance a true success.



Percentage of consumers who were able to ultimately resolve their issue using an unassisted solution.

57%

CONSUMERS CALL FOR GREATER FOCUS ON THE

Customer Experience

In a continuation of a question introduced last year, consumers were even more adamant in their opinion that brands should be most focused on the customer care experience. In fact, “The Customer Care Experience” was the only answer that gained in count year-over-year, up 9 points, translating into a gain of 22%.



After steadily improving from 2014 to 2016, consumer opinion on how well companies are meeting customer care needs and expectations has stalled (below). In an attempt to understand why, 2018 saw the introduction of a new question (bottom). Given that "ease" is one of the most critical components of a positive customer care experience, the question seeks to identify opportunities for improvement. Nearly half of all responses fell into one of two buckets: agent improvement and reduced wait times. Undoubtedly, agent issues often have less to do with the individual agents, and more to do with other things including recruiting, training and coaching. By focusing on these areas, brands have the best shot at once again moving the needle in a positive direction.

Do you feel the customer care departments of today's companies are generally meeting your customer service needs and expectations?

2018 — Yes: 39%
2017 — Yes: 40%
2016 — Yes: 41%
2015 — Yes: 33%
2014 — Yes: 22%

