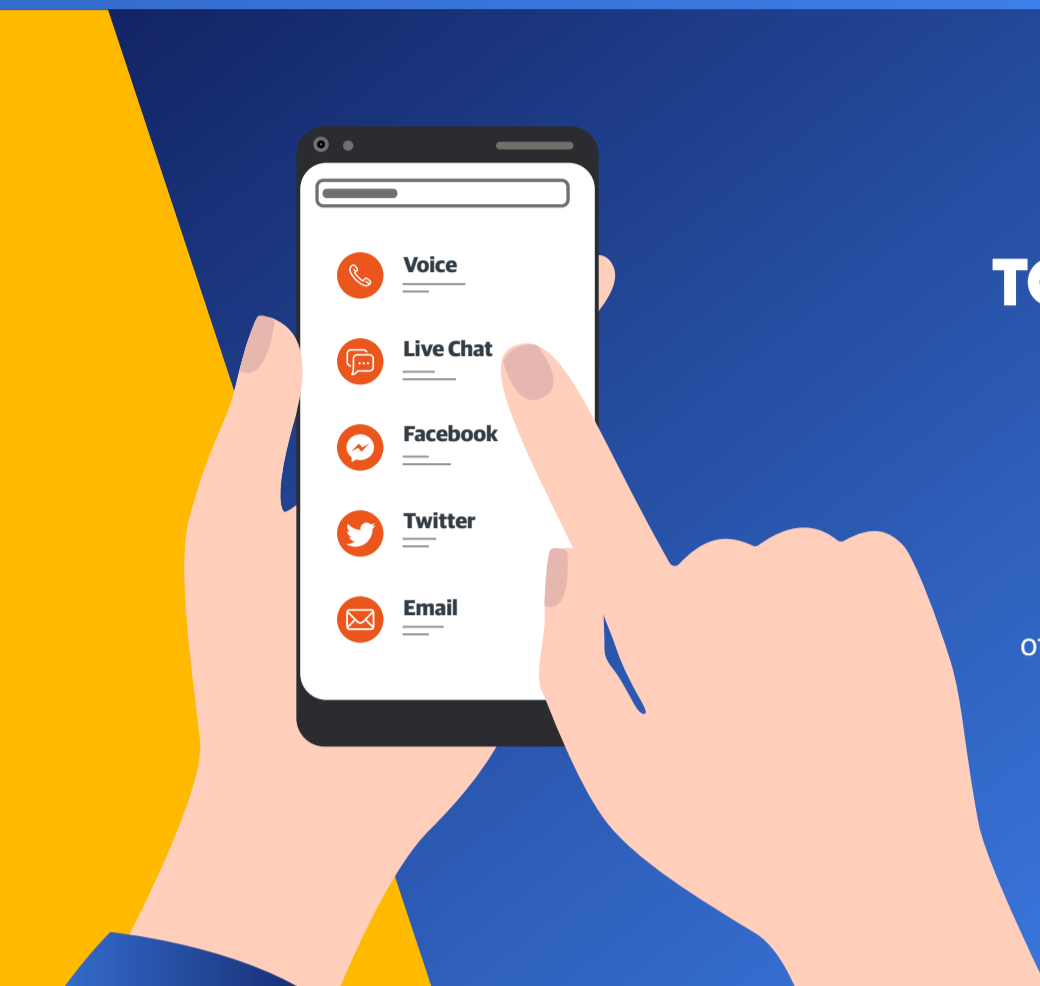


# BEST CX WINS + FAILS IN CUSTOMER SUPPORT CHANNELS

Today's consumers want numerous ways to interact with the brands they love, but our research shows simply having more customer support channels does not guarantee good customer experiences.



## TOP 5 SUPPORT CHANNELS

Some also offered FAQs, automated chatbots, community forums, and mobile apps.

Only one — a global retailer — offered a mobile messaging option.

## CONVENIENCE AND SPEED OVER QUANTITY

Customers don't really care how many channels you have, what they care about is getting their issue resolved fast - what we call **customer service channel effectiveness**.



**Software and Electrics manufacturers** are above the bar



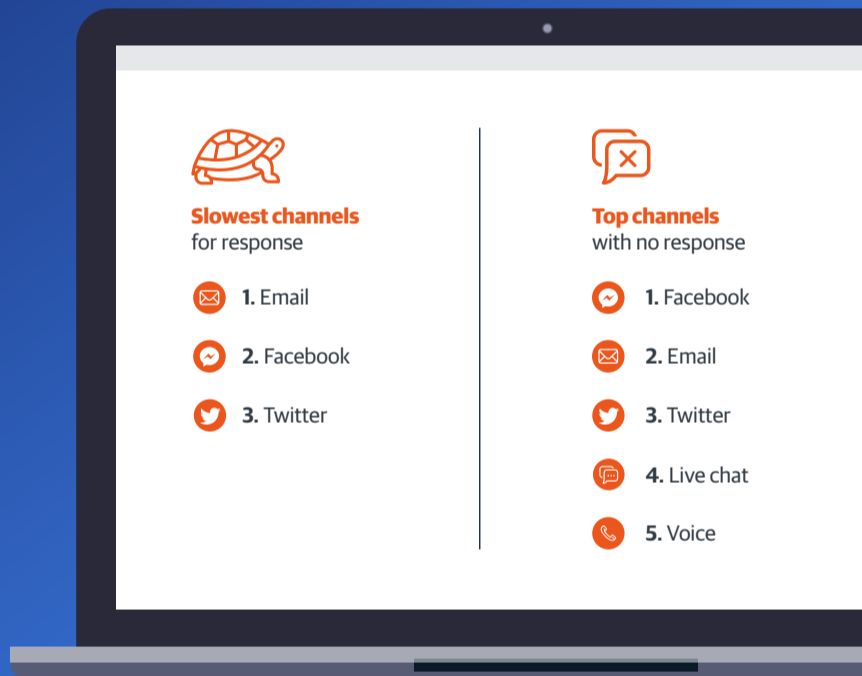
**CPG, Airlines, Retail** are doing some things right and some things wrong



**Consumer lending, Pharma, Cruise lines, and Logistics** industries are below the bar

## IF YOU BUILD IT, RESPOND

Very few companies are set up to quickly respond to customer inquiries in every channel they offer, most likely forcing frustrated customers to choose another channel.



## IF THEY ARE HERE, DON'T SEND THEM THERE

In nearly every instance, customers hit roadblocks in their journey and were sent to another channel.

Social media and email were the biggest culprits, where some inquiries were greeted (eventually) given instructions on how to reach support via other means.

## LESS EFFORT, MORE HAPPY

Customers have a limit on their patience - be sure the speed and accuracy of information provided in each channel matches expectations.

Slow systems, multiple screens, or lack of product/service information hinders employees from delivering on CX expectations. Make sure they're equipped to succeed in every channel.



Gain the customer perspective on what it's like to interact with top brands across multiple traditional and digital customer channels.

[EXPLORE THE RESEARCH REPORT](#)

Let's master your omnichannel experiences together.  
**Contact us now.**