



CX

Service Journey Insights:

Understanding Consumer
Experiences and Opinions


Execs In The Know


copc®

Customer Experience Management Benchmark Series
2019 Consumer Edition, Executive Summary

The 2019 Consumer Edition of the Customer Experience Management Benchmark (CXMB) Series marks the eighth year of publication and the fourteenth volume in the series. As with past years, the CXMB Series is a joint research project between Execs In The Know and COPC Inc. The intent of the series is to investigate both consumer and corporate perspectives on the state of customer care, while exploring the topics that matter most to professionals in the industry.

Spotting Strengthening and Emerging Trends

This year's report reveals several industry trends worth noting, including the continuing channel use and channel preference trends previewed on the following page. While Traditional Care (specifically, Phone) continues to be a critical avenue for customer care support, consumer usage continues to slip and channel preference is being increasingly steered toward other solutions and channels.

In addition to the above trends and others, this year's report also further defines results in key areas, including multichannel engagement, unassisted solutions and customer effort. When combined with results from previous years, the 2019 CXMB Series Consumer Edition report tells one of the most comprehensive service journeys stories yet.

We look forward to the full release of the 2019 CXMB Series Consumer Edition this September. In the meantime, we hope you'll enjoy this executive preview of select results.

Kind regards,



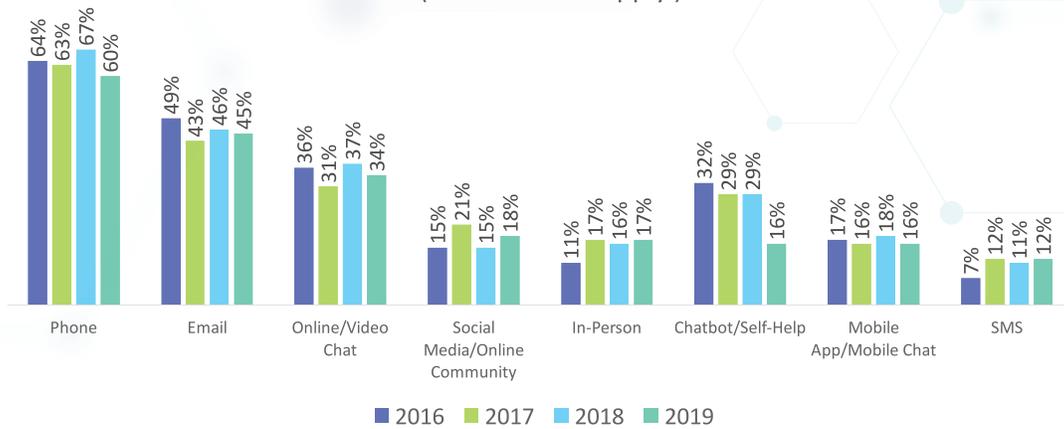
For more information regarding Customer Response Summit Denver, visit the Execs In The Know website at ExecsInTheKnow.com.

The complete 2019 CXMB Series Consumer Edition will be released at Execs In The Know's Customer Response Summit **Denver**, scheduled for **September 16-18, 2019**. Attendees will receive their own hard copy of the report, and the findings will be noted throughout the conference. We invite you to join us for this exceptional event.

2019 REVEALS CHANGING CHANNEL USE AND PREFERENCE

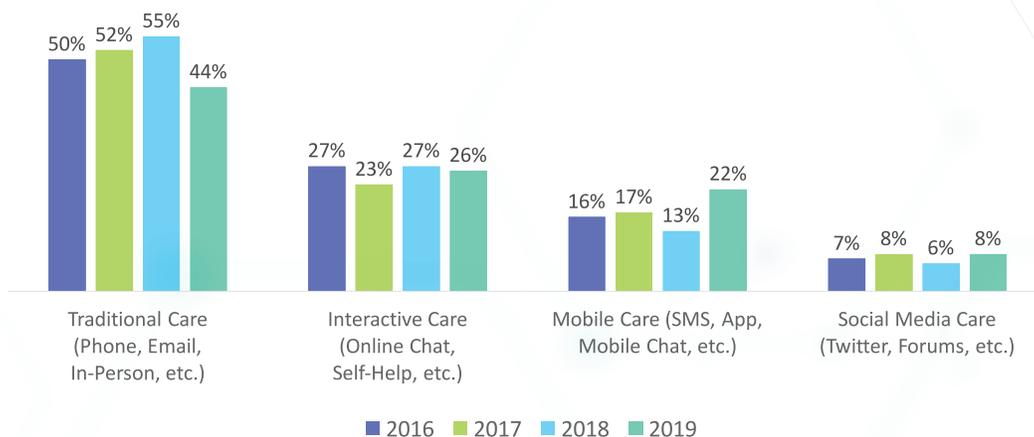
Traditional Care (Phone, specifically) continues to play a central role in customer care. That said, use (and preference) are migrating elsewhere. In 2019, Phone usage slipped to its lowest level in eight years' worth of data, coming in at 60% — a year-over-year decrease of seven points. This follows a long-established pattern of very slow but steady decline in Phone usage, with the solution peaking in CXMB Series data in 2015 with a use rate of 70%.

Within the past 12 months, which method(s) have you used to engage with a brand's customer care department?
(Select all that apply.)



Like usage (above), preference is also trending away from Traditional Care and, by association, Phone. This year's results show a steep decline in consumer preference for Traditional Care, toppling by 11 points. This move continues a pattern of eroding Traditional Care preference that can be traced back to 2015, when preference for the channel stood at 65%. The primary benefactor of this change in channel preference: Mobile Care.

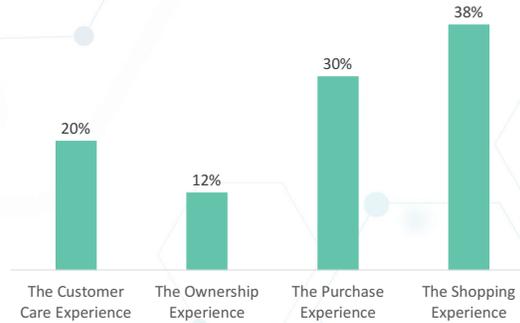
If you knew your customer care issue would be resolved regardless of contact channel, which would be your preferred contact method?



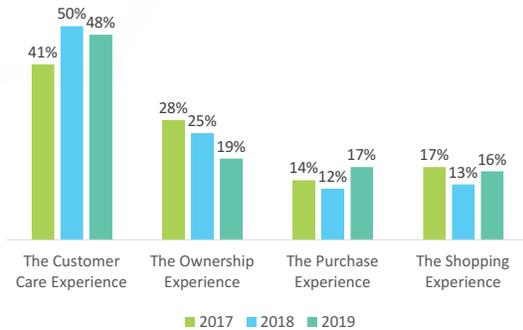
RECENT IMPROVEMENTS VS. FUTURE INVESTMENTS; MULTICHANNEL SATISFACTION

In a new question for 2019, and related to the question below, consumers were asked where brands have most improved the customer experience in recent years. Sixty-eight percent of responses focused in on The Shopping Experience and The Purchase Experience. Almost certainly the result of the "Amazon Effect," brands need to ensure adequate investment in the post-purchase experience to better meet consumer expectations.

In recent years, which area of the customer experience do you think brands have been able to improve most?



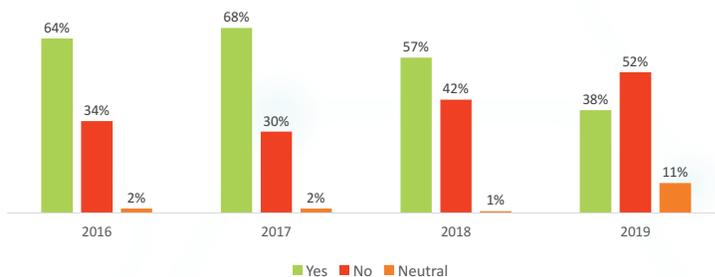
In general, where should brands focus their improvement efforts?



Given the results above, it's clear where consumers think the improvements have occurred. But where would they like to see future improvements? As in past years, most consumers would like to see improvement efforts focused on The Customer Care Experience, with 48% of respondents indicating such in 2019.

In what can be viewed as a confirmation of the above, satisfaction with the multichannel experience hit a multiyear low in 2019, coming in at only 38%. Common causes of a poor multichannel experience include lack of accountability, unresponsiveness, inconsistency and a process that is either too confusing or requires too much effort. Consumers are at a point where they expect to be able to navigate across channels at their discretion during their service journey, receiving the same high level of care regardless of channel choice.

Was the multichannel experience satisfactory?
If yes, why? If no, why not?



DISSATISFIED RESPONSES

- "Bad customer service. No one took responsibility."
- "Too many automated responses."
- "Tons of effort on my part to get solution."
- "Support people had different information making it hard to get a consistent answer."