ICMI

HOW TO IMPROVE YOUR CUSTOMER SERVICE EXPERIENCE

For the first time in 5 years, customer experience ratings have dropped in 10 out of 19 industries. [1]

73%
of contact center leaders cite a noticeable increase in the complexity of their customer-agent interactions. [2]

CONSUMERS EXPECT ORGANIZATIONS TO SUPPORT THEM IN THE MEDIA OF THEIR CHOICE. [3]

73%	67%	58%	43%	24%
PHONE	HELP or FAQS	EMAIL	CHAT	SMS/TEXT

74%
of consumers use at least three media when interacting with an enterprise for customer service related issues. [4]
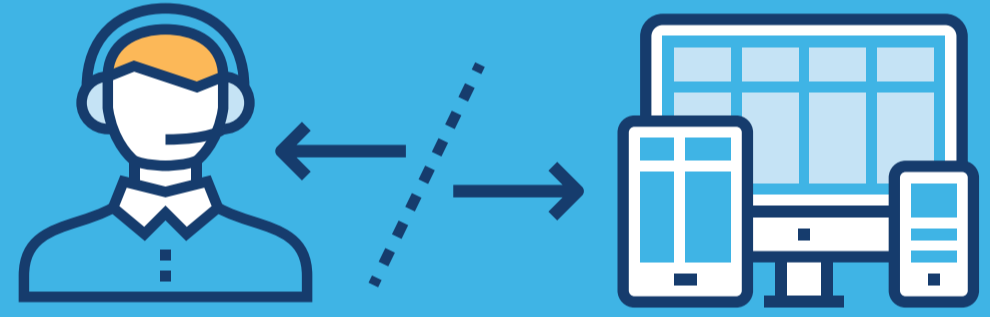
48%
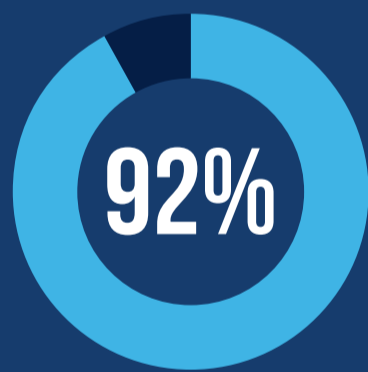of contact center agents support multiple channels today. [5]

58%
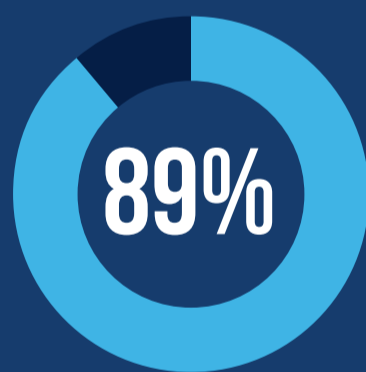of customers cannot solve their issue on the web. [6]
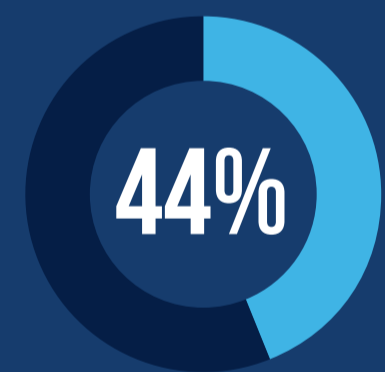
57%
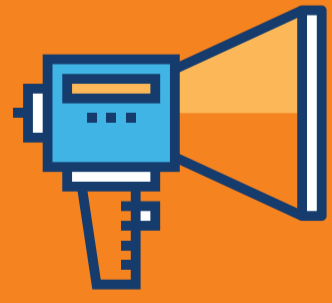of customers are frustrated by a disconnected Web and Agent experience. [7]

92%
of contact center leaders believe that their agent facing applications could be more effective. [8]

89%
of customers will leave to a competitor after a negative customer experience. [9]

44%
of organizations do not measure and report customer retention. [10]

THERE IS GREAT OPPORTUNITY FOR CONTACT CENTERS TO IMPROVE THEIR CUSTOMER SERVICE EXPERIENCE.

60% GATHER, ANALYZE, & SHARE CUSTOMER FEEDBACK TO DRIVE ORGANIZATIONAL IMPROVEMENTS

49% CONSISTENTLY MAINTAIN HIGH CUSTOMER RETENTION RATES

43% CONSISTENTLY ACHIEVE HIGH CSAT RATINGS [11]

0   10   20   30   40   50   60