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2016 NICE-BCG
CX SURVEY

Survey Highlights

NICE and BCG sponsored a survey to identify the key trends in Multi-Channel customer experience

1,704
Surveys

US	UK	Australia	Netherlands	France
698	248	255	254	249

Respondents recruited from online panels of users of 3 types of services

1 Financial services

2 Telecom services

3 Insurance

Data collected **July 30 – August 21, 2015**

Required to be between **ages 18-65** and live in a **major metropolitan area**

NICE and/or **BCG** was NOT identified as the research sponsor

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Analyzing the survey responses we identified four trends

Customer Journeys Are Here To Stay

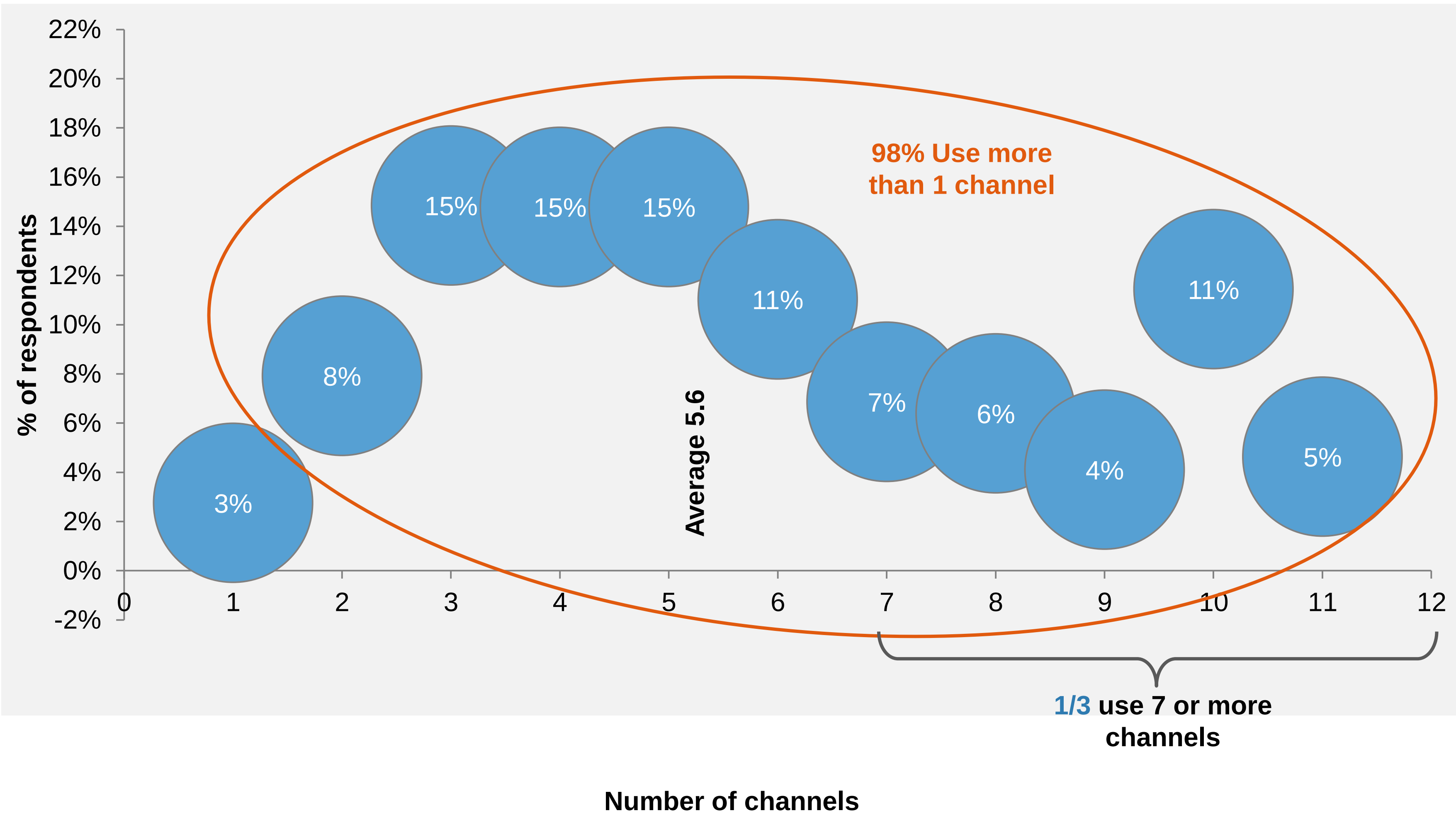
Multi-Channel **Interaction Complexity** Is Growing

Customer Experience Can Be A Key Differentiator

Personalization Is Key For Winning

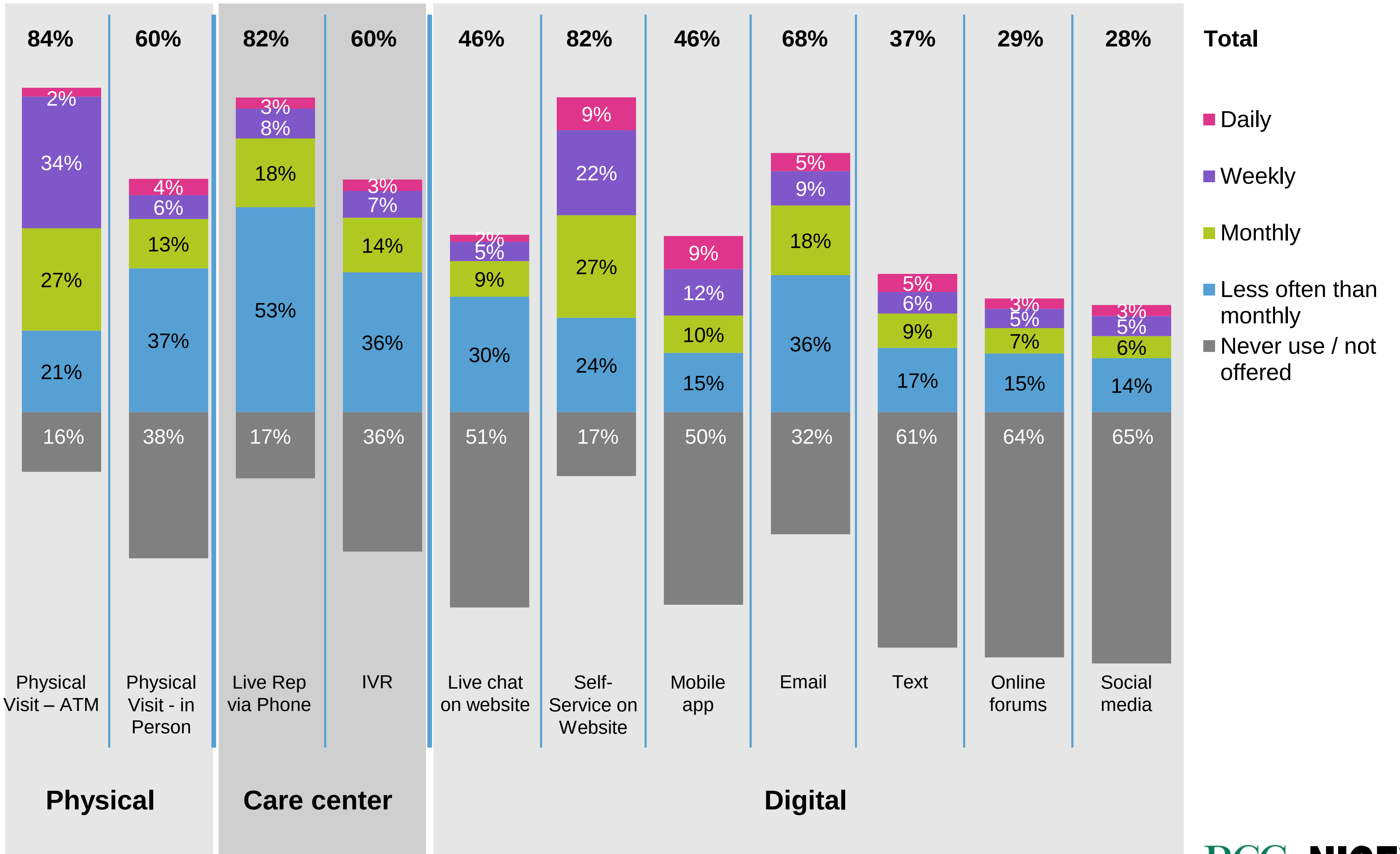
Customers use 5.6 channels on average, 97% of customers are Multi-Channel users

Number of Channels Used (2016 survey)



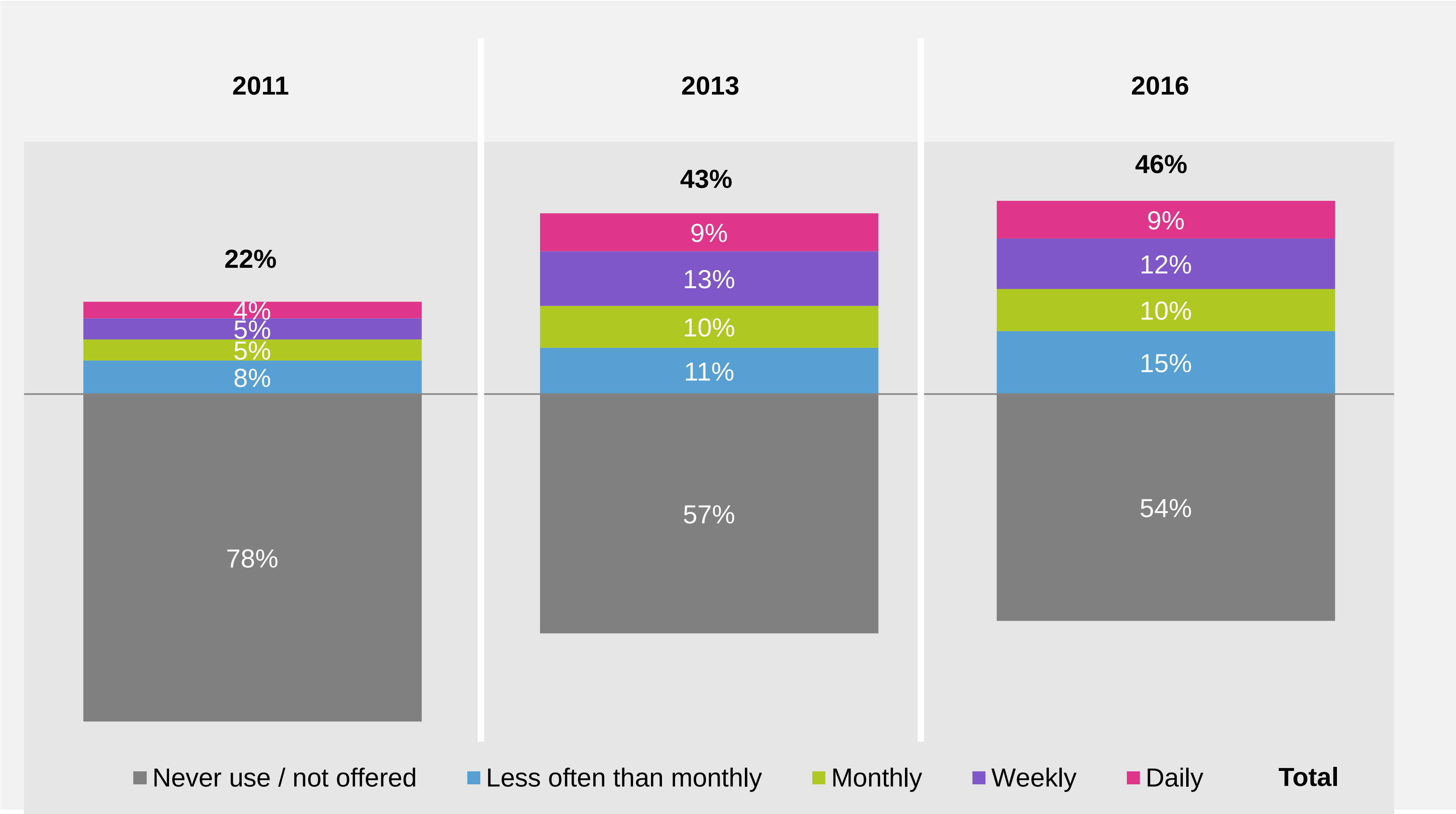
There are wide variations in channel usage frequency

Usage Frequency by Channel
(2016 survey)



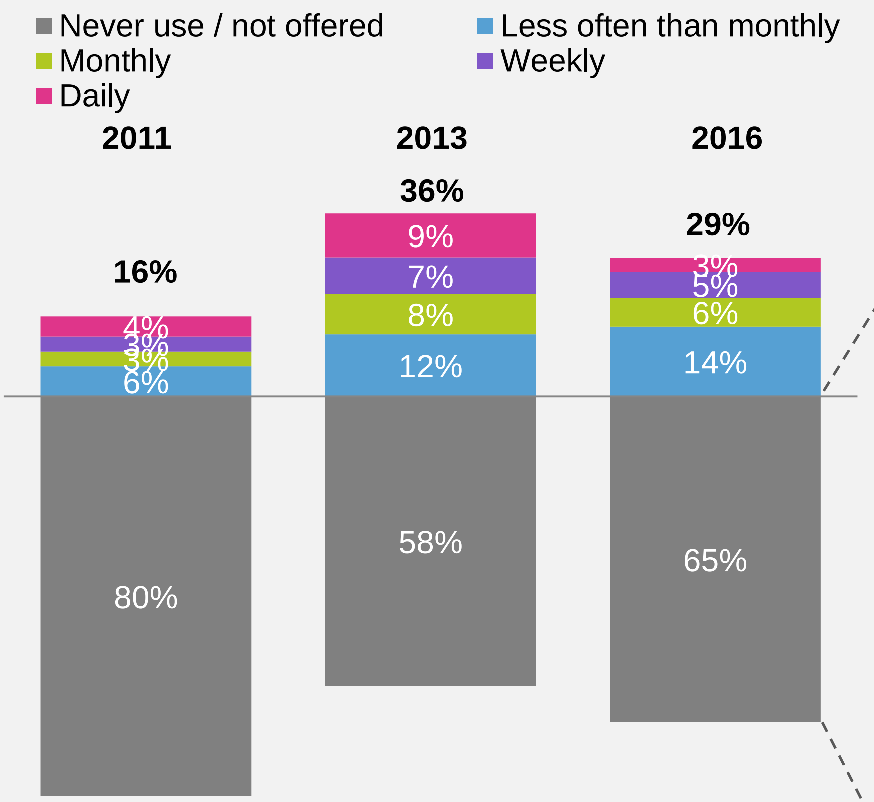
Mobile is gaining momentum as preferred channel…

Usage frequency – Mobile app (2011-2013-2016 surveys)

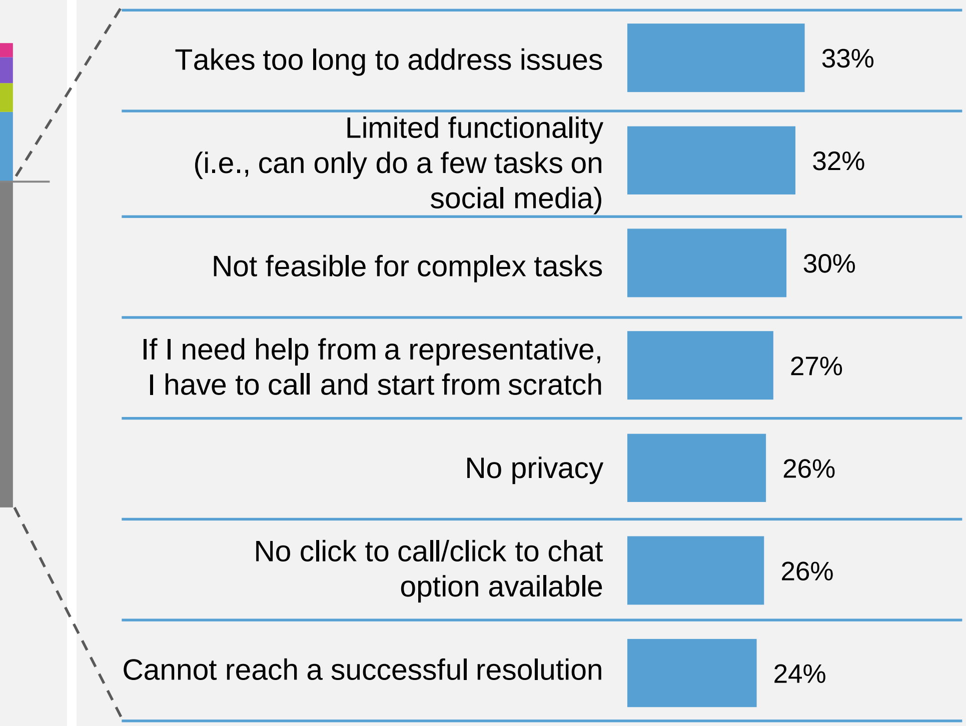


…while social media buzz is fading

Usage Frequency – Social media
(2011-2013-2016 surveys)



Reasons for NOT Using social media
(2016 survey)



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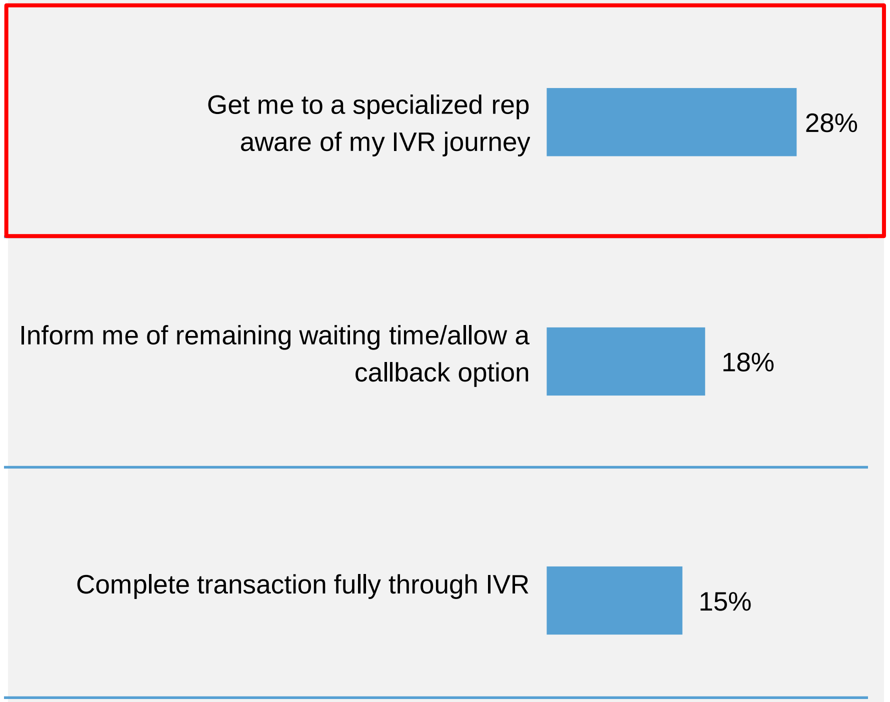
Knowledge of customer journey drives successful experience

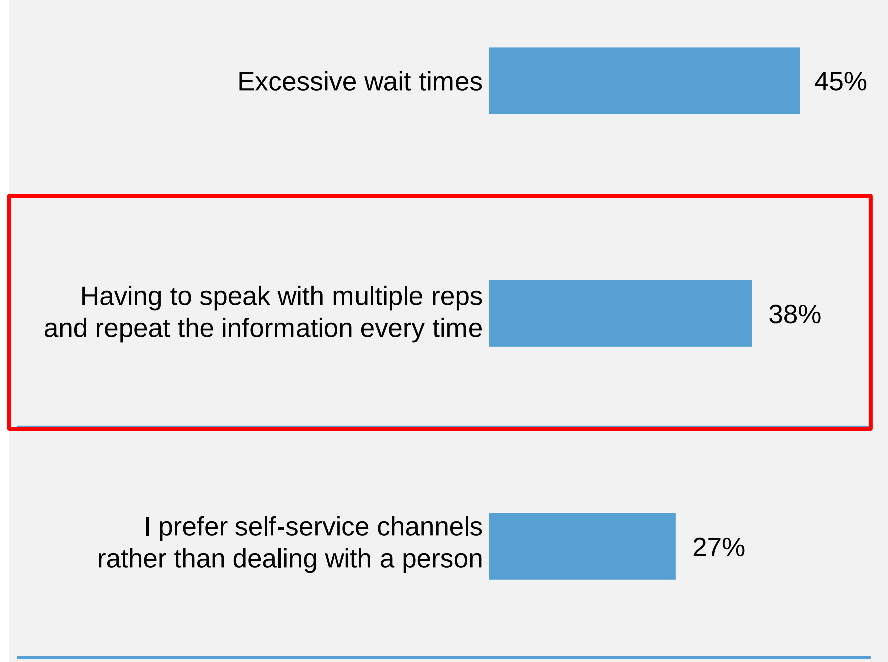
Journey knowledge can improve the bad IVR experience…

Main motivator to complete transaction with IVR
(2016 survey)



…and improve live rep experience through first call resolution

Why people don’t use live rep via telephone
(2016 survey)

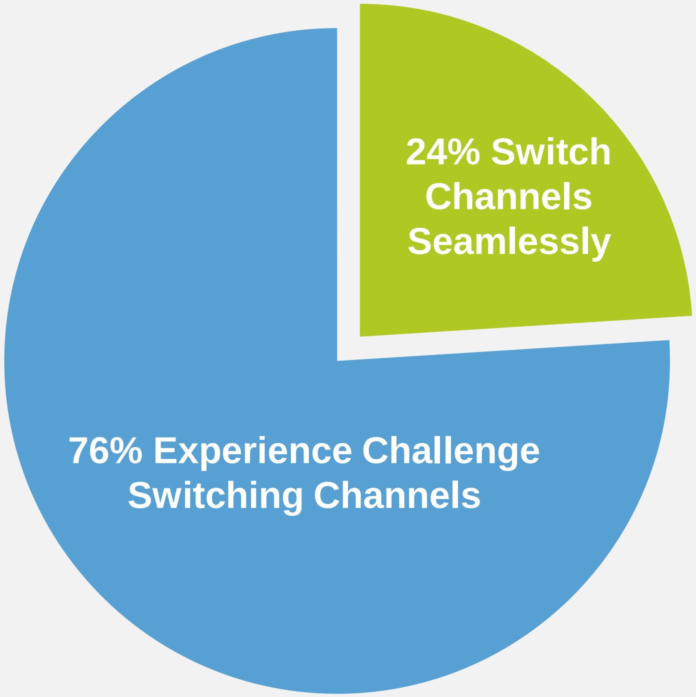


Most organizations provide poor journey experience

Challenges experienced when switching contact methods Among those using 2+ methods

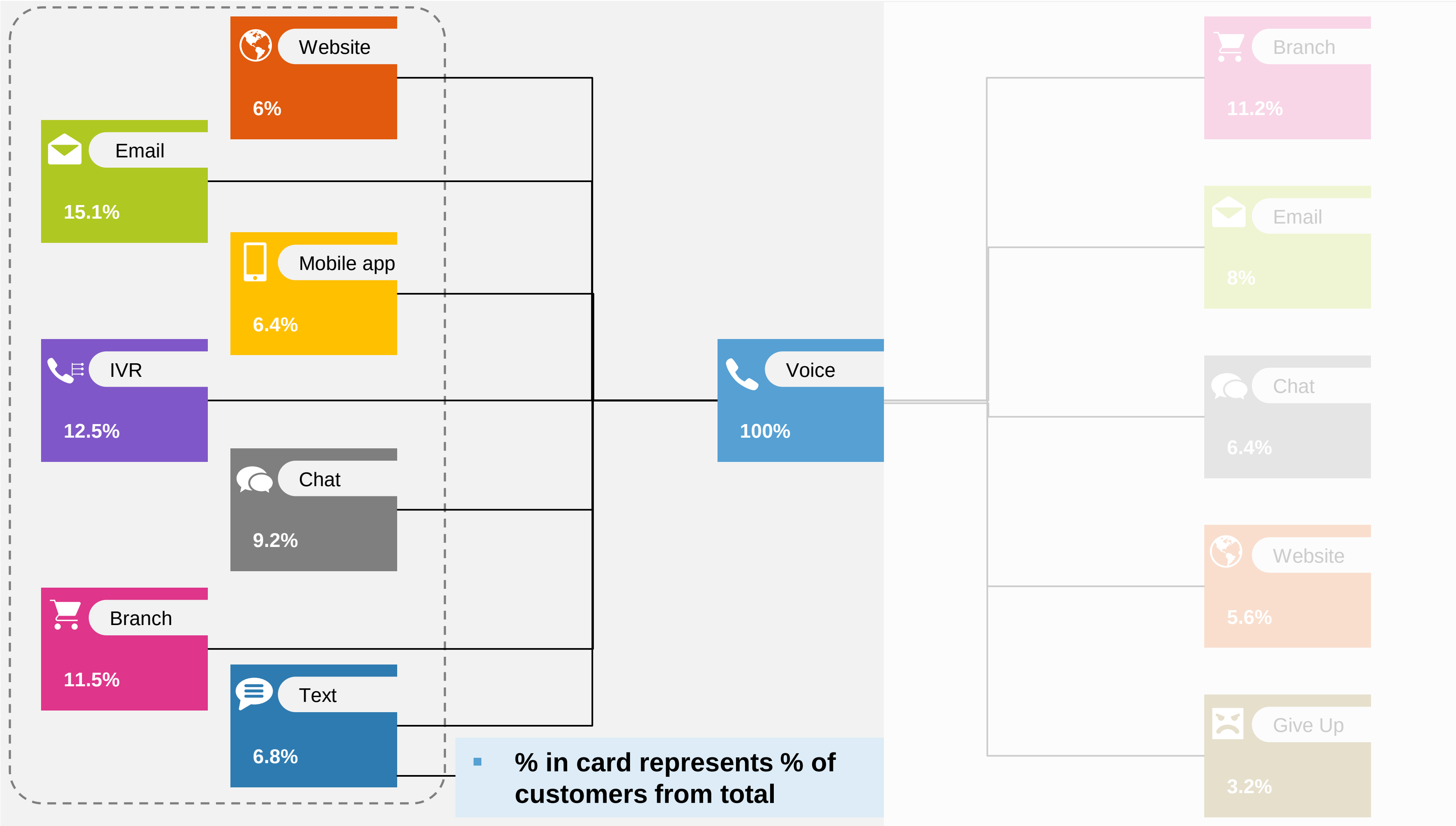
Challenges Examples

- The information available to me is inconsistent
- Info, actions, account history don't transfer between methods
- Could cause more than one rep to work on the same issue
- Can slow down the resolution process



Significant amount of calls to CC are due to unresolved issues in other channels…

Interaction flow if unable to complete task (2016 survey)



- **% in card represents % of customers from total**

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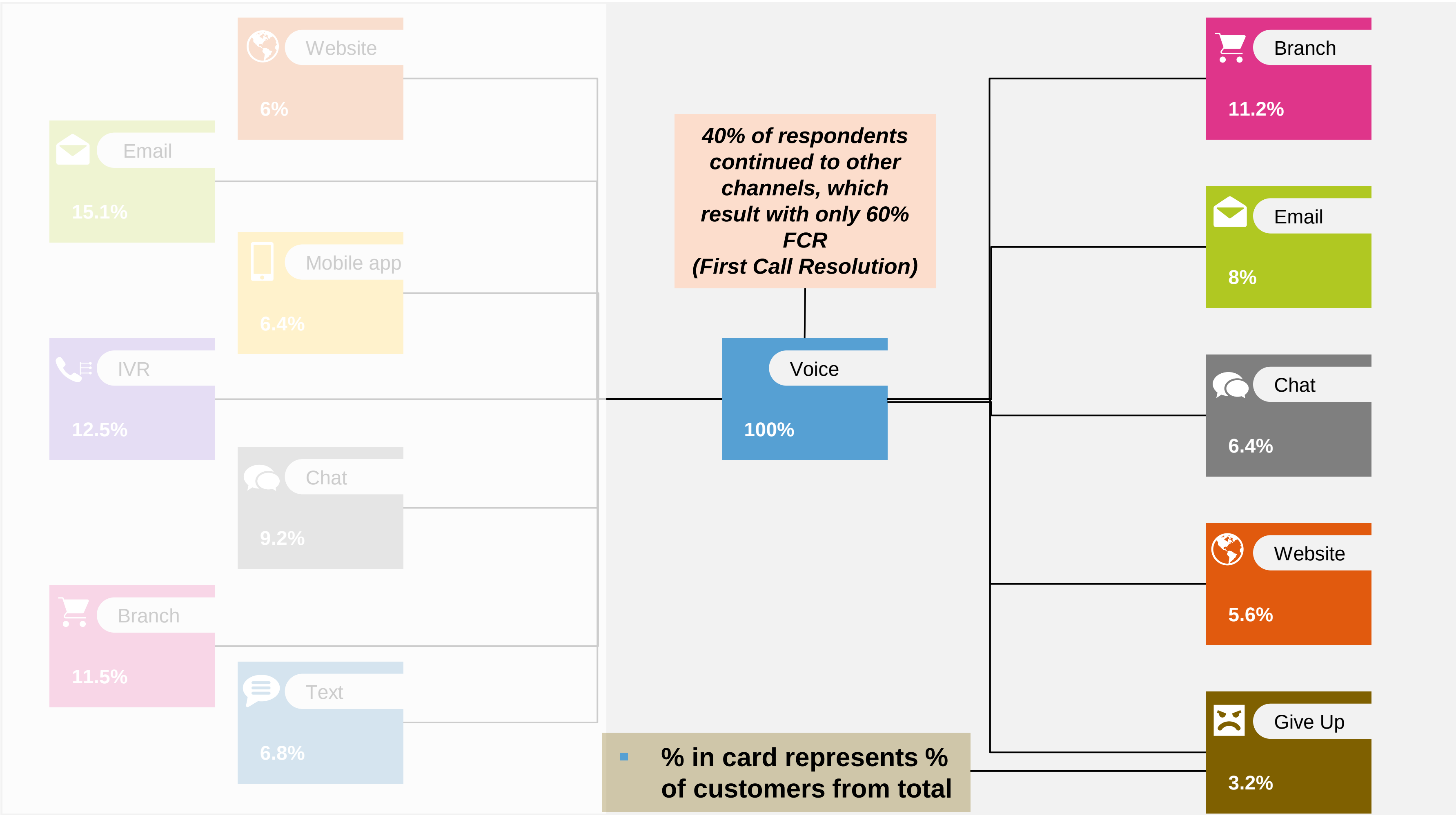
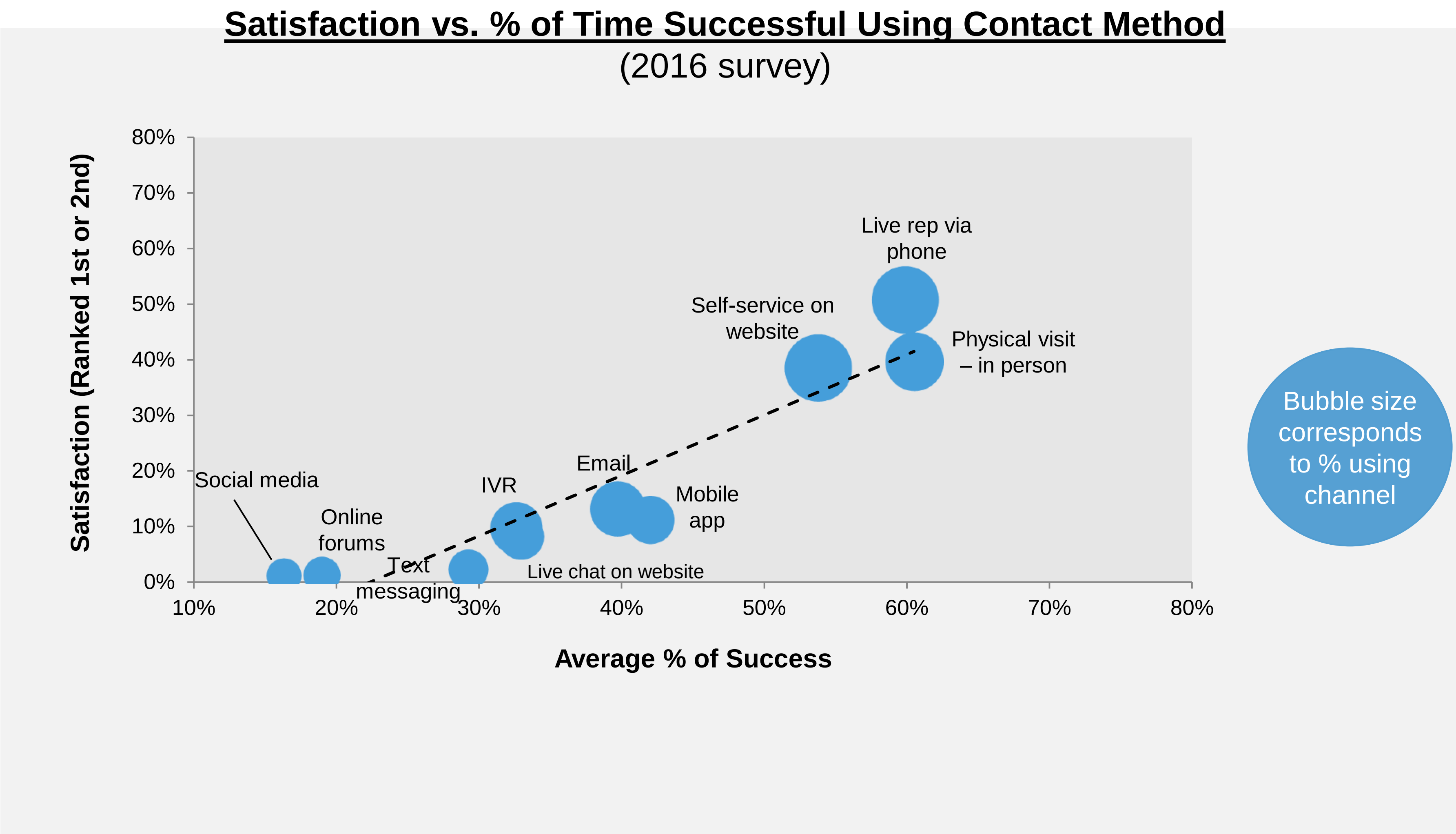
When customers get to a live agent 40% don't achieve successful resolution

Interaction flow if unable to complete task (2016 survey)



We see correlation between successful problem resolution and customer satisfaction



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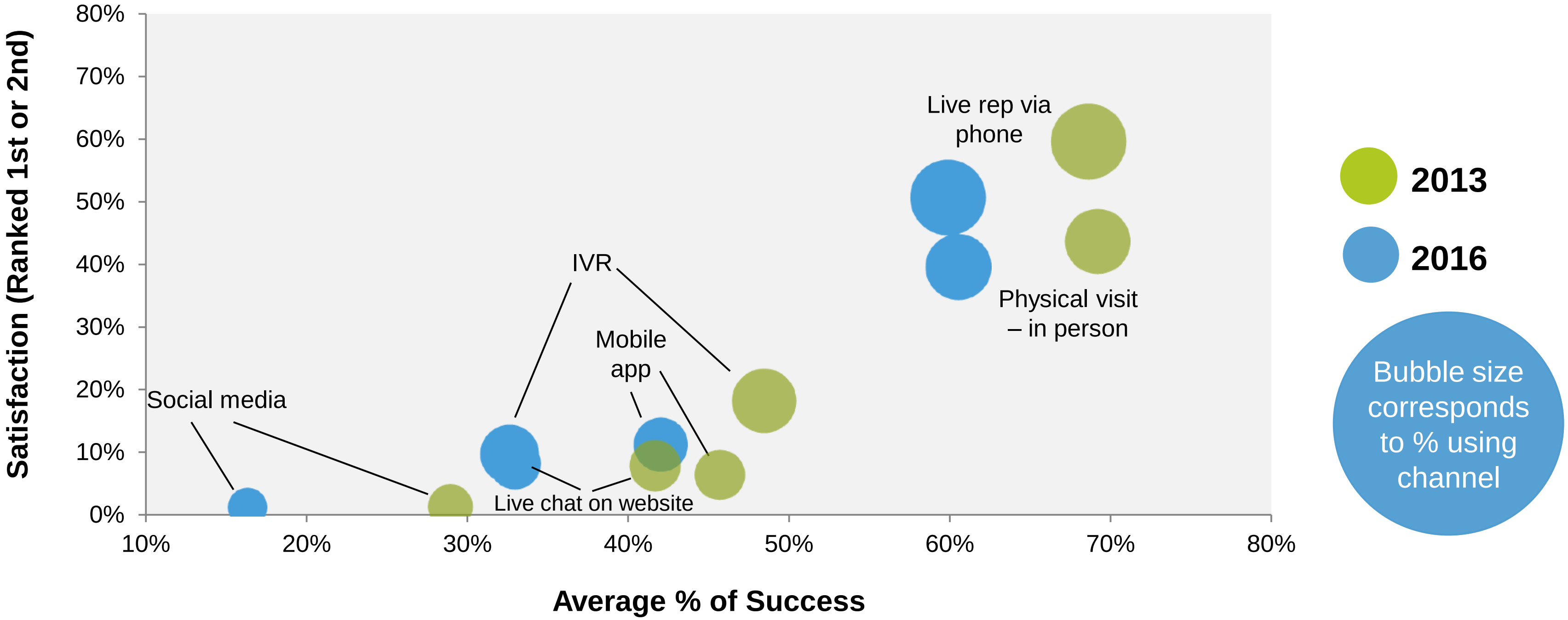
Service providers experienced a drop in successful resolution rates across channels

Satisfaction vs. % of Time Successful Using Contact Method

(2013 and 2016 surveys)



The drop in success rates is consistent across countries and verticals, but appears to be mostly driven by Gen X and Y males.

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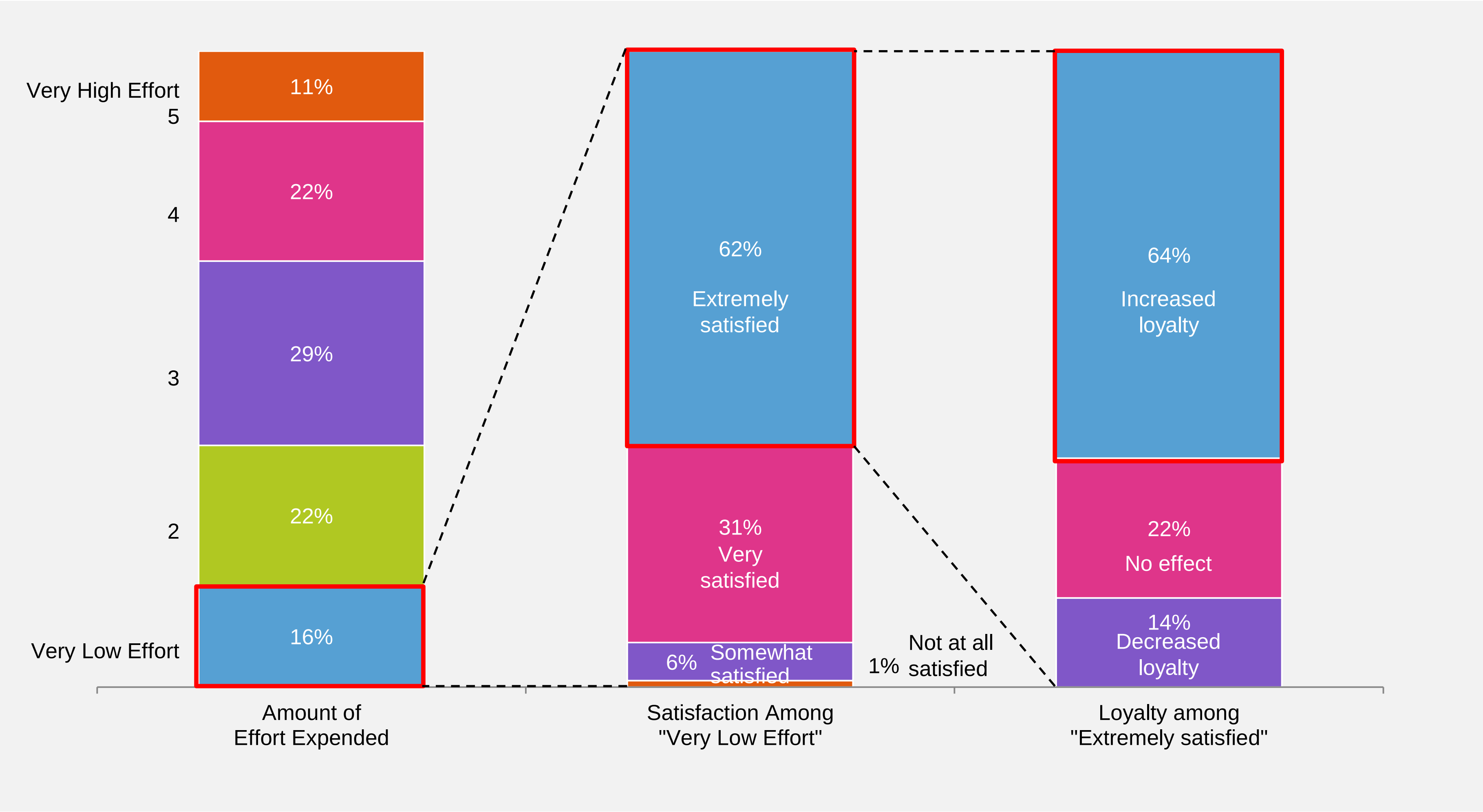
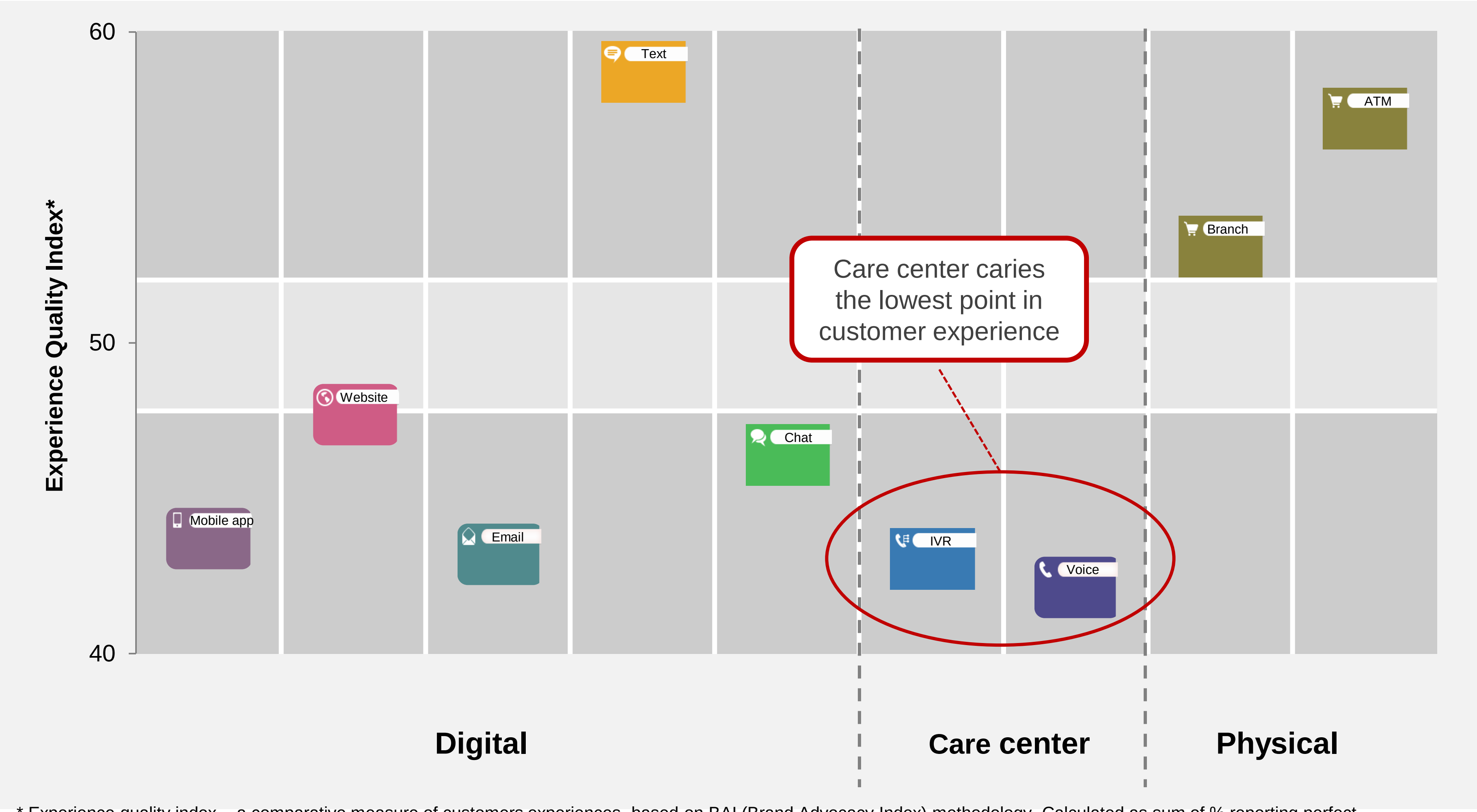
Strong ties between customer effort, customer satisfaction and customer loyalty

Effect of customer effort on satisfaction, and effect of customer satisfaction on loyalty (2016 surveys)



The level of experience across channels is inconsistent

Actual quality of experience – Experience map by channel (2016 survey)



* Experience quality index – a comparative measure of customers experiences, based on BAI (Brand Advocacy Index) methodology. Calculated as sum of % reporting perfect experiences and % reporting good experiences, net of % reporting sub-standard experiences (weighted 1, 0.5 & 0.5 respectively)

Telecom providers create inferior experience across geographies

Actual quality of experience index* – by industry and geography (2016 survey)

	US	UK	Australia	Netherlands	France
Financial Services	58	43	41	41	54
Telecom	35	34	33	31	41
Insurance	51	45	46	39	60

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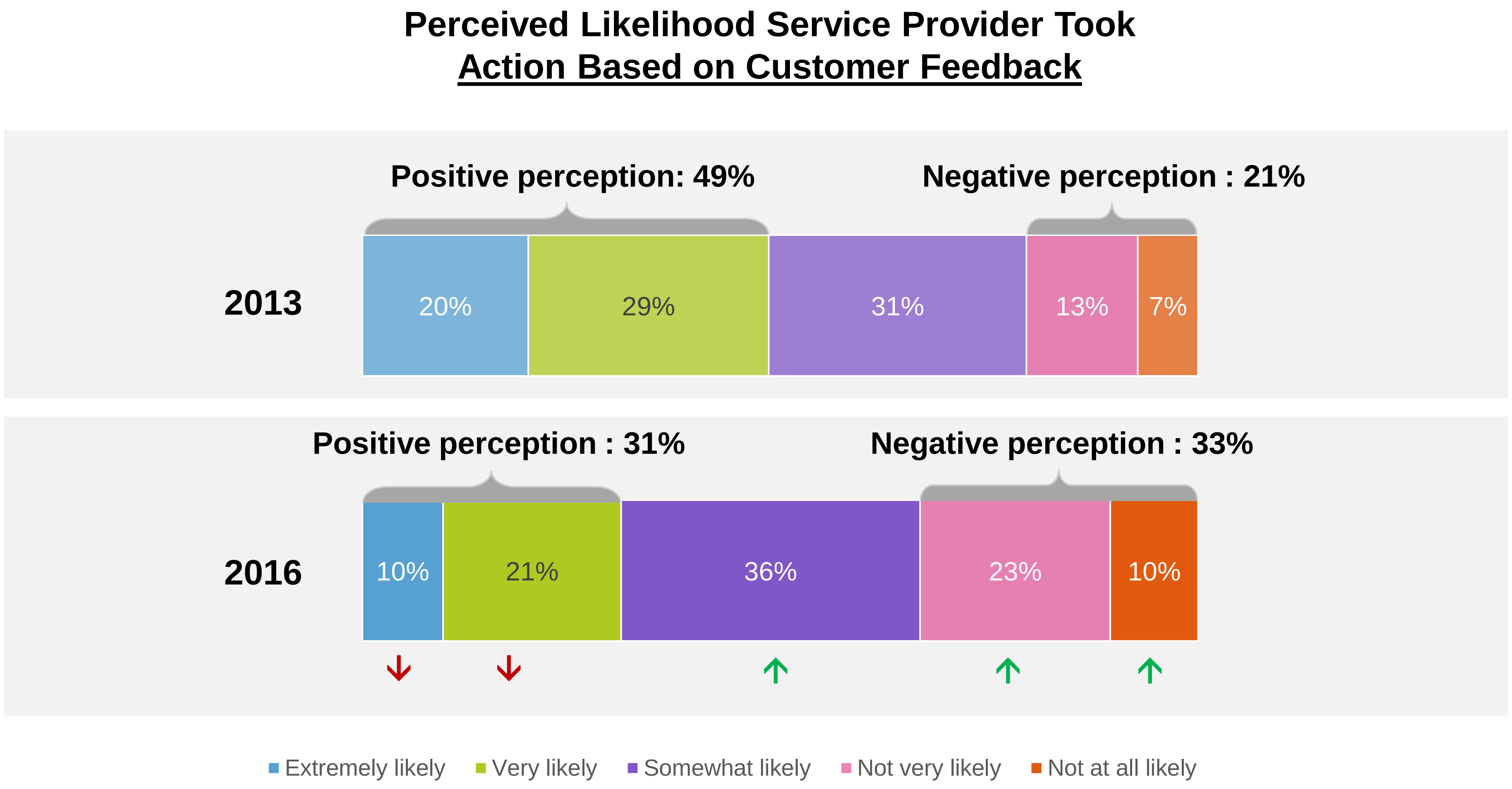
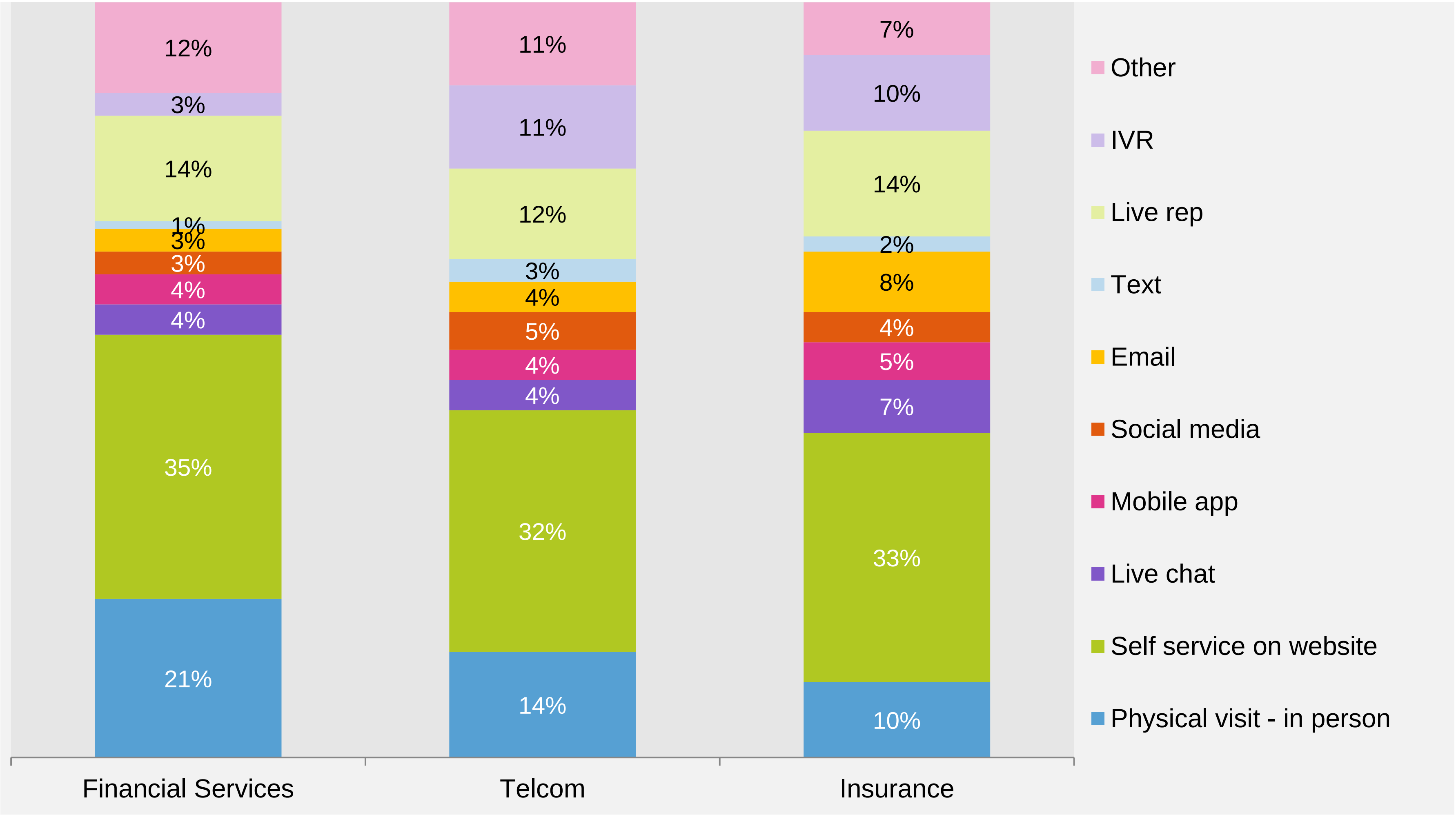
Customers have become significantly more skeptical about the effects of their feedback



Customers are selective about their preferred channel per interaction reason

Preferred channel to research products or offerings – By vertical (2016 survey)



Individual customer journey information and prompt action drives perfect experiences

Top 5 service elements that create perfect experiences

The rep already knows what I need and provides me with an immediate solution

49%

My issue is resolved immediately

51%

The rep knows what I already did in a self-service channel

42%

My routine needs are answered proactively

40%

My information / actions are forwarded from department to department

42%

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Service importance varies by age – one size doesn't fit all

	Total	Gen Y/Millennials	Gen X	Baby Boomers
Service Important Factor for Churn	66%	54%	66%	78%

Top customer service-related reasons to **stop doing business with a provider**

45%
Rude, unknowledgeable or inexperienced representatives

45%
Cannot reach a successful resolution

34%
Excessive wait times

32%
Having to speak with multiple reps and repeat the information

Thank you

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