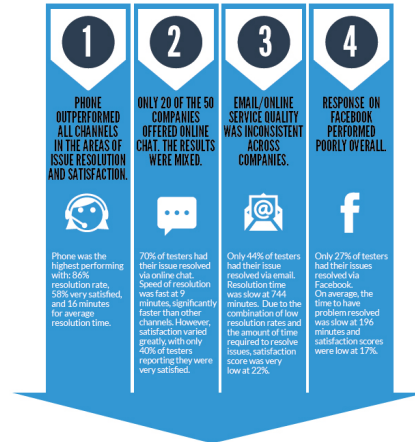




The study tested 50 major brands for customer service satisfaction via different channels: phone, email, online chat and Facebook. Companies were tested on simple issues such as billing disputes and product issues. Customers of the companies tested were recruited to evaluate service offered. Key goals of the study were to test brands on service delivery, customer satisfaction and to identify opportunities for improvement.
www.cxact.com/touchpointstress-test

50 COMPANIES TESTED



HOW THE CHANNELS STACK UP AT A GLANCE

| CHANNEL | RANK | OFFERED | ABILITY TO GET AN ISSUE RESOLVED | TIME TO RESOLVE MINUTES | VERY SATISFIED |
|---------|------|---------|----------------------------------|-------------------------|----------------|
| | 1 | 50 | 86% | 16 | 58% |
| | 2 | 20 | 70% | 9 | 40% |
| | 3 | 41 | 44% | 744 | 22% |
| | 4 | 48 | 27% | 196 | 17% |

EXPERIENCE HAD A BIG IMPACT ON LIKELIHOOD TO BUY % LIKELIHOOD TO BUY BASED ON EXPERIENCE



OPPORTUNITIES TO IMPROVE CUSTOMER EXPERIENCE ACROSS CHANNELS



CXACT has been helping companies increase their customer experience for over 10 years. CXACT has a proven track record of identifying, measuring and enhancing the customer experience and has been a leader in the CX market since 1971. Today, through our innovative research, technology and customer interaction programs, we continue to set the standard to improve our clients' customer service performance, customer value and "The Pulse of Innovation". Our clients see a measurable improvement in their first customer service and a positive return on their CX investment. CXACT serves corporations in all major industries, being specialists and generalist entities. Our experience is customer experience.



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