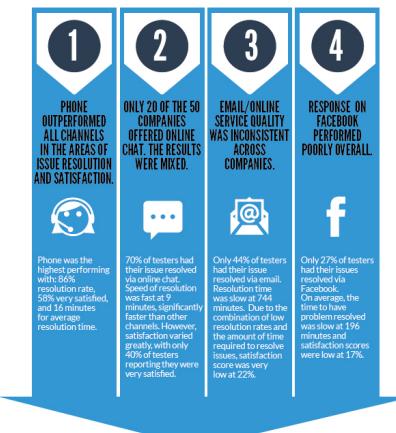




The study tested 50 major brands for customer service satisfaction via different channels: phone, email, online chat and Facebook. Companies were tested on simple issues such as billing disputes and product issues. Customers of the companies tested were recruited to evaluate service offered. Key goals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

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%



OPPORTUNITIES TO IMPROVE CUSTOMER EXPERIENCE ACROSS CHANNELS

PHONE			
<p>EMPLOYEES HELP TO RESOLVE ISSUES Companies that encourage employees' skills, abilities and customer knowledge are more satisfied and engaged.</p>			
<p>MAKE A GREAT FIRST IMPRESSION The customer should hear your voice tone and be impressed by the welcoming, genuine and upbeat attitude.</p>			
ONLINE CHAT			
<p>FOCUS ON THE SITUATION Regardless of the situation, when possible, keep the interaction positive and focus on what you can do.</p>			
<p>OFFER CLEAR AND DETAILED RESPONSES The agent should always use short and clear language, allowing the customer to walk away with a clear understanding of what took place and with no doubt the solution is complete.</p>			
<p>ADD SOME PERSONALITY If using standardized scripting, make sure to add some personality as this creates greater customer engagement.</p>			
EMAIL AND ONLINE FORM			
<p>AUTOMATIC RESPONSE SYSTEM TO EMAIL Automatically notifying the customer that their request was received and the forthcoming help are important to the customer experience.</p>			
<p>ACKNOWLEDGE AND EMPATHIZE Acknowledging and genuinely empathizing with the customer request is just as important on email as it is on phone.</p>			
<p>STAY ON TOP OF THE CHANNEL Customers who contact via online form and email have a higher purchase. Focus on addressing their needs within this channel and then move to the phone for final resolution.</p>			
FACEBOOK			
<p>MONITOR THE SPADS Poor responses need to be swift and timely. Companies in the social media arena isn't enough to just respond and engage, it what creates a great customer experience.</p>			
<p>STREAMLINE THE EXPERIENCE Provide social media agents with a wide range of solutions to avoid having to switch between contact channels (i.e., email, phone) to complete their request.</p>			
<p>ALIGN YOUR RESPONSE PROFILE TO THE CHANNEL Profiling the customer by his/her direct interaction channel will improve customer satisfaction.</p>			

CX Act has been helping companies improve their customer experience for more than 40 years. CX Act pioneered the science of measuring, managing and improving the customer experience. CX Act is a leading provider of customer experience solutions, through innovative research, technology and customer interaction programs, we continue to help companies across the globe to improve their customer experience, customer value and "The Profit of Interaction™". Our clients see a measurable improvement in their customer satisfaction, loyalty and retention. As a leader in their CX investment, CX Act serves corporations in all major industries, leading associations and government entities. Our expertise is customer experience.

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