

Human Touch

The secret sauce to exceptional customer experience

In August 2024, bespokeCX and CX4ROCKS, in collaboration with OnResearch, conducted an online survey involving 1,000 customers across the U.S. and Canada, covering five major sectors: Telecom, Finance, Healthcare, Energy, and Retail. This report presents the top cross-industry findings and offers insights on how to transform your CX strategy to build unbreakable customer relationships. If you're interested in industry-specific insights, simply email us, and we'll guide you through the data most relevant to your sector.

Presented by:

bespokeCX

CX4ROCKS

The Case of the Overlooked Human Connection

Speed, much like the swiftness of a hansom cab racing through London's streets, is undeniably important in the realm of customer support. However, it is not the sole metric that dictates success. While many brands dash to close cases with haste, the true masters of customer experience (CX) know that rapid resolutions alone do not win the day. The key to their triumph lies in embedding a deeper, more human connection into every interaction.

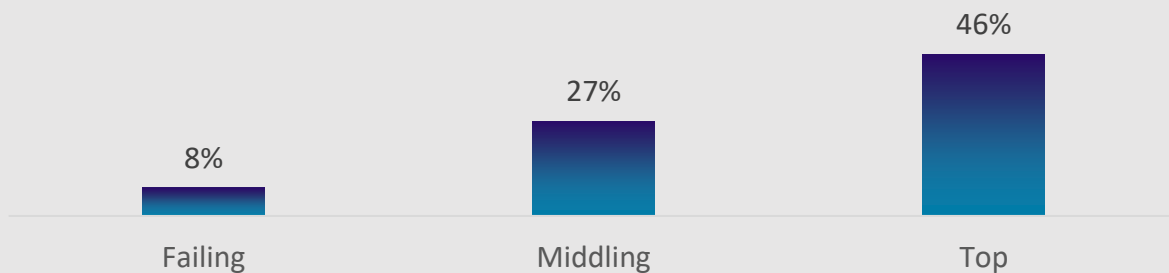
In August 2024, a meticulous study was conducted by OnResearch and CX4ROCKS, surveying 1,000 customers across the United States and Canada. The sectors involved included Telecom, Finance, Healthcare, Energy, and Retail, with industry giants like AT&T, Bank of America, CVS, and Best Buy under scrutiny. The investigation aimed to uncover how brand perception shifts based on customer interactions, and it revealed a profound truth: a genuine human connection can utterly transform the customer journey.

The Importance of the Human Connection

Why does the human touch matter, you ask? Customers remember brands that treat them with empathy and understanding. While a single interaction may resolve an issue, what happens when the case requires more attention? It is here, my dear Watson, that the human touch proves invaluable, turning a simple transaction into a memorable experience.

Customers who feel a strong human connection during their interactions are nearly six times more likely to report an exceptional support experience.

Brand support satisfaction for respondents who encountered compassion when interacting with an agent.

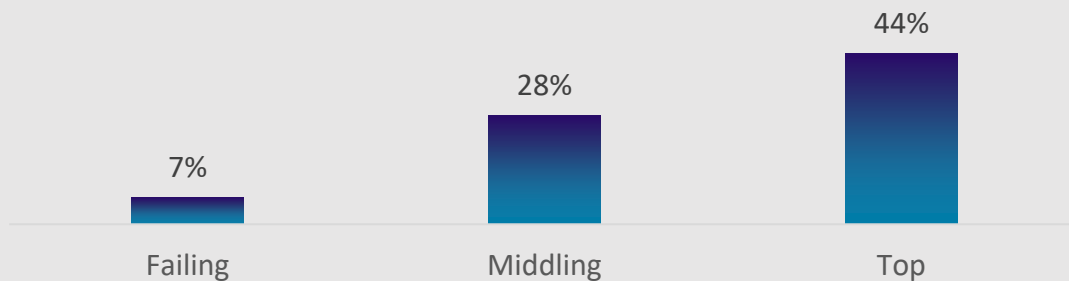


Empowered Agents = Satisfied Customers

The evidence is clear: when agents are empowered to make decisions on the spot, the process of problem-solving is accelerated, and trust is built. Customers feel secure when they know the person on the other end of the line has the authority to take decisive action. It's not just about solving the problem—it's about doing so with a sense of humanity and care.

Data shows that customers are over six times more likely to have an exceptional experience when they deal with an empowered agent.

Brand support satisfaction for respondents who interacted with an empowered agent.

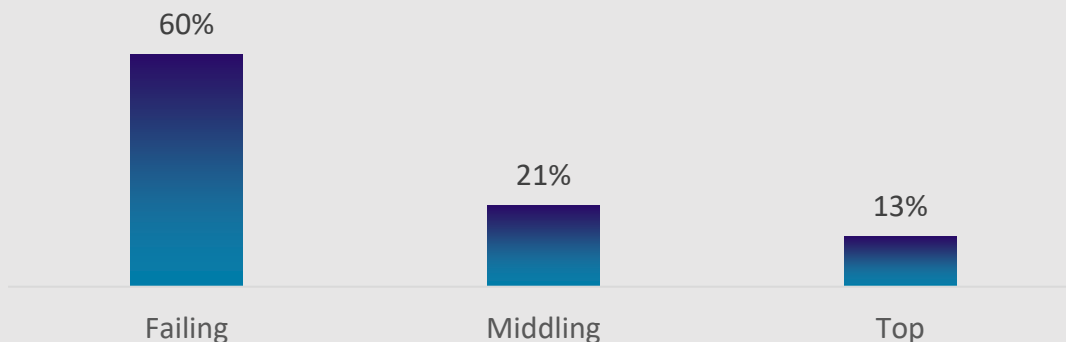


The Perils of Repetition: A Study in Inefficiency

Imagine, if you will, a customer being asked to repeat their issue multiple times. This, my friend, is a sign of poor internal communication—a flaw that leaves customers doubting the competence of the brand. It's not merely a minor inconvenience; it's a breach of trust, a crack in the foundation of the customer relationship.

Customers of failing brands are nearly five times more likely to experience repetitive questioning.

Brand support satisfaction for respondents who encountered repetitive questions from the agent.

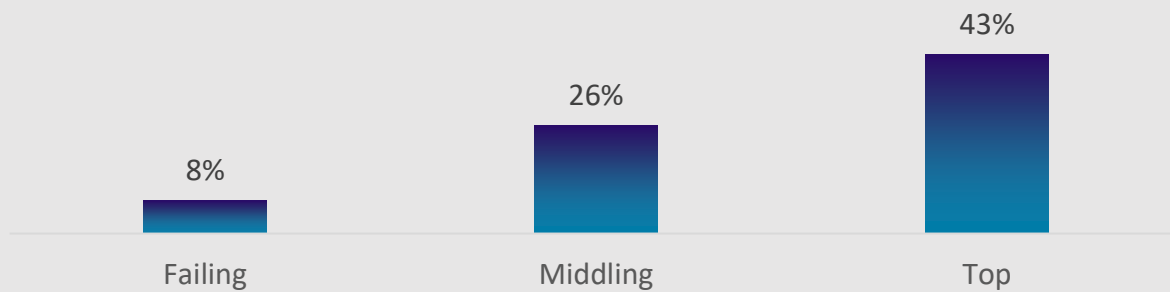


Seamless Support Transitions: The Competitive Edge

In the competitive market of today, the ability to switch effortlessly between self-help and one-on-one support is a distinct advantage. Brands that ensure this transition is seamless save their customers both time and frustration. Such efficiency does not go unnoticed; it wins loyalty and sets the brand apart from the competition.

Customers of top brands are over five times more likely to report seamless channel transition.

Brand support satisfaction for respondents who found it easy to escalate their request from self-help to an agent.



The Final Deduction: Human Touch as a Necessity

In today's cutthroat market, the human touch is more than just a nicety—it is a necessity. Leading brands understand this and excel by implementing strategies that prioritize human connection alongside efficiency. This is where bespokeCX enters the fray. Our customer intelligence platform empowers you to capture and integrate customer data seamlessly, providing the insights needed to elevate your CX. With bespokeCX, you can create transformative experiences, deepen customer relationships, and position your brand as a leader in the market.

The Case Concludes

As I close this case, the deduction is unmistakable: in the world of customer experience, speed alone is not enough. The human touch, when combined with efficiency, creates an exceptional experience that customers will not forget. The game, as always, is afoot!

Jason Ten-Pow, CEO of bespoke

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Data provided by the 2024 OnResearch Annual CX Study ©