

Mystery of Channels that Deliver a Frictionless Customer Journey

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

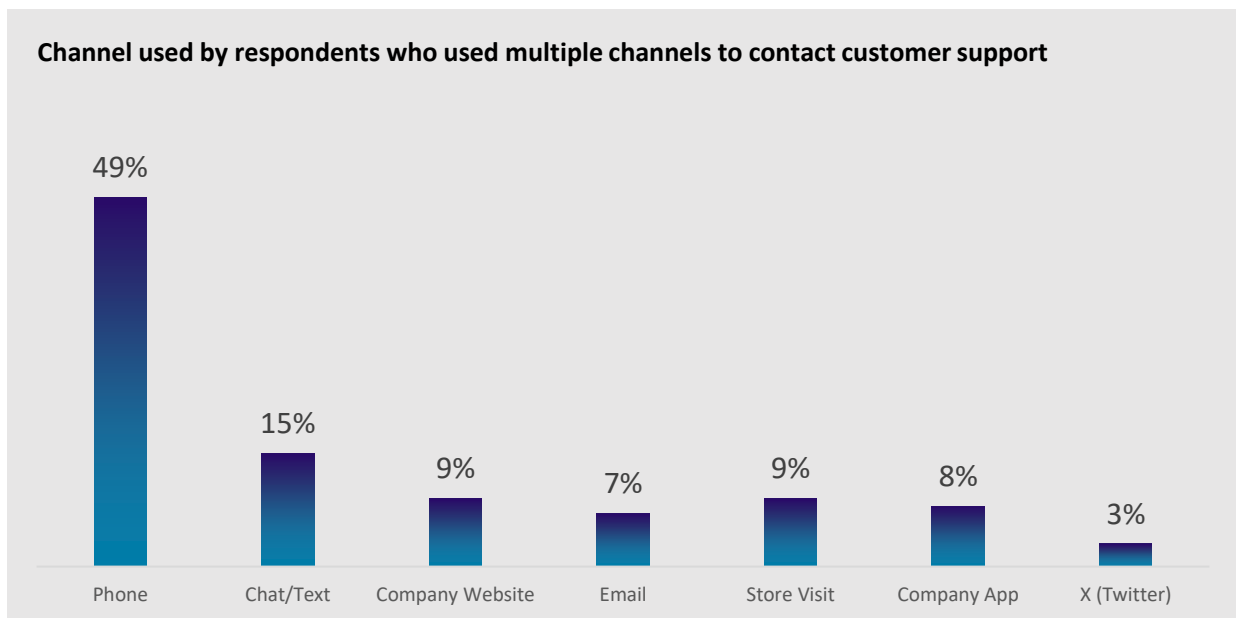
CX4ROCKS

The Case of the Indomitable Phone Channel

The onset of the COVID-19 pandemic forced brands to expand their communication channels, leading many to cut back on phone support in anticipation of dwindling call volumes. However, despite the rise of digital alternatives, the humble phone call remains a steadfast favorite among customers. But why does the phone channel continue to dominate the field? Let us delve into the evidence.

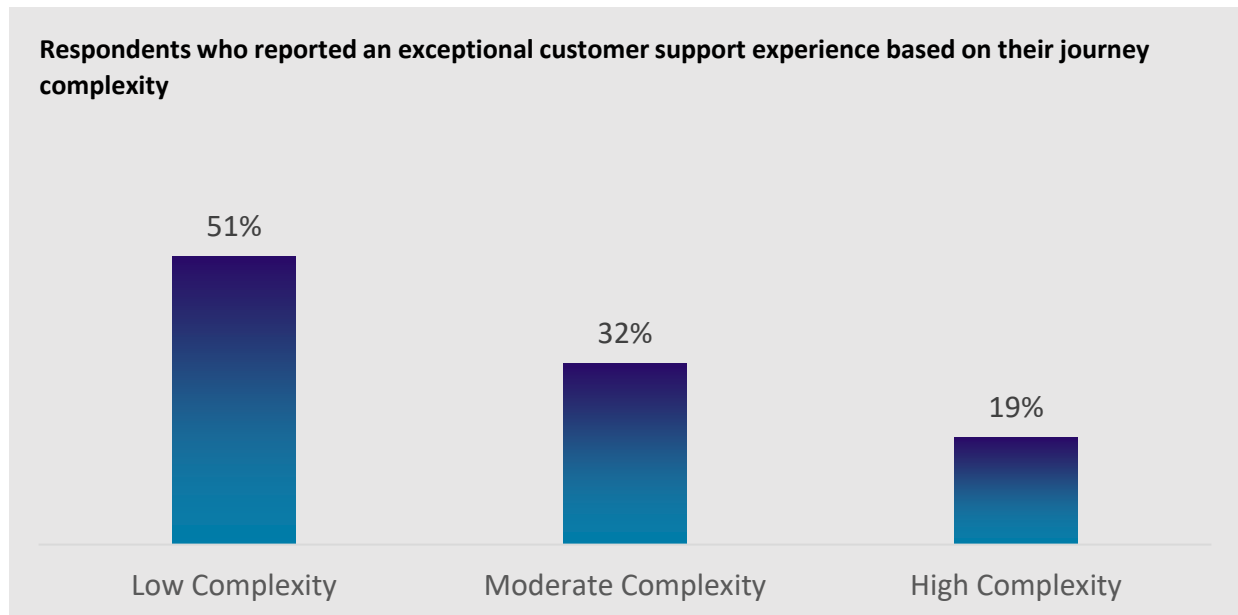
In August 2024, a joint investigation by OnResearch and CX4ROCKS surveyed 1,000 customers across the United States and Canada, spanning industries such as Telecom, Finance, Healthcare, Energy, and Retail. The study included prominent names like AT&T, Bank of America, CVS, and Best Buy, and sought to uncover which channels offer the smoothest and most efficient support experiences—and why customers continue to gravitate toward them.

The Complexity Conundrum



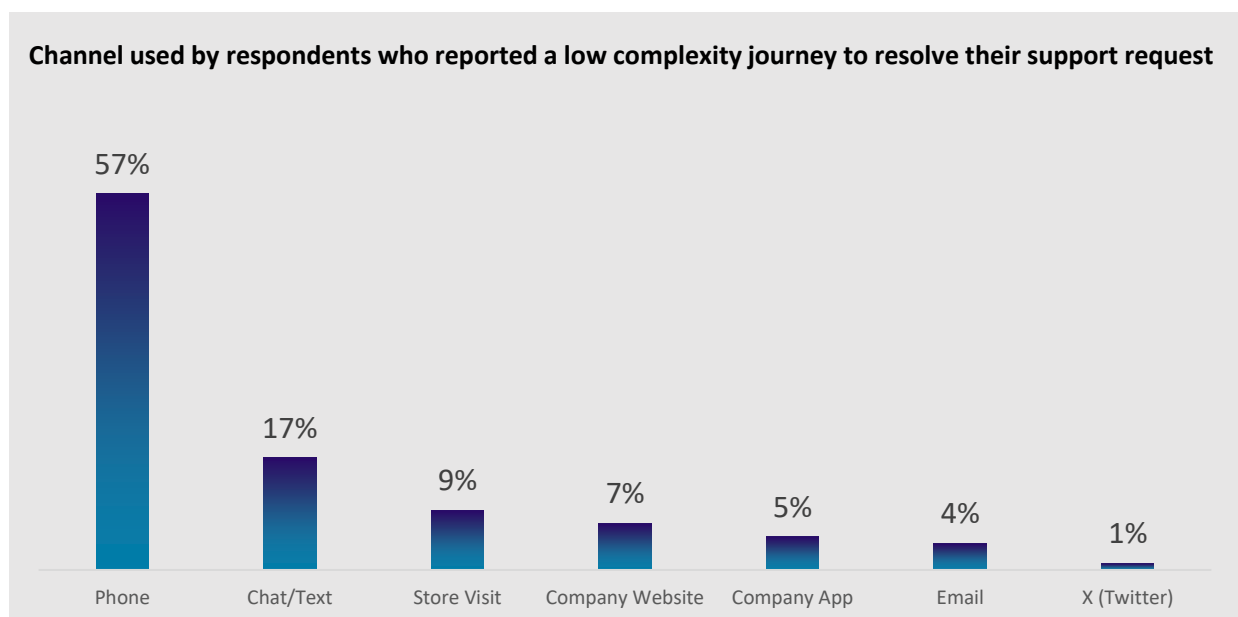
A staggering 63% of customers traverse multiple channels to resolve their support issues. Yet, not all journeys are created equal. We measured the complexity of these journeys by considering the number of channel switches, the frequency of interactions, and the time required to resolve the issue. The verdict? Greater complexity leads to diminished satisfaction.

Customer Satisfaction vs. Journey Complexity



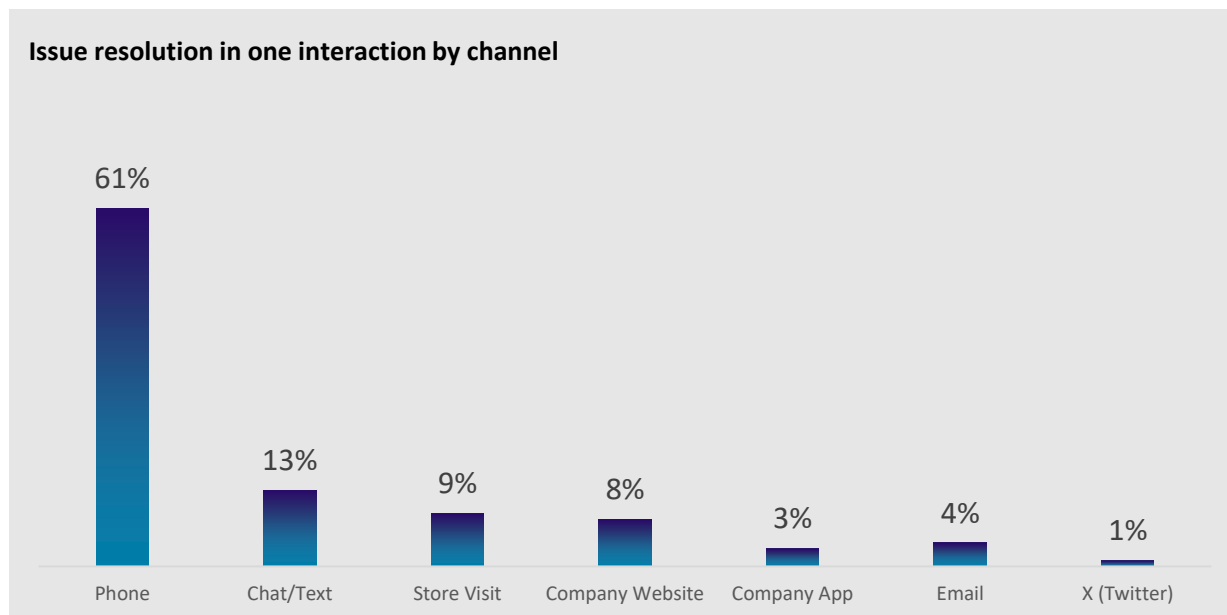
Low-complexity journeys—those that involve a single channel, fewer than three interactions, and a resolution within a day—are nearly three times more likely to result in an exceptional customer experience compared to their high-complexity counterparts. And what drives these low-complexity, high-satisfaction journeys? The answer is elementary, my dear Watson—the phone.

Customers are three times more likely to use the phone in these straightforward interactions, leaving other channels in the dust.



The Power of a Single Call

When it comes to resolving issues in a single interaction, the supremacy of the phone becomes even more apparent. The phone is five times more likely than the next closest channel to deliver a single-interaction resolution. The evidence is undeniable: the phone remains the most reliable tool in the support arsenal.



The Takeaway: Don't Hang Up on Phone Support

If you're considering cutting back on phone support, think again. The phone channel is the most dependable and effective method for swiftly and efficiently resolving customer issues. It plays a crucial role in reducing journey complexity and boosting customer satisfaction.

This is where bespokeCX enters the scene. Our customer intelligence platform equips you with the tools to gather and integrate customer data with ease, providing the insights needed to streamline and enhance your support channels. With bespokeCX, you can craft transformative customer experiences that keep your brand ahead of the competition.

The Case Concludes

As I close this case, the deduction is crystal clear: in the quest for a frictionless customer journey, the phone remains your most trusted companion. Do not be quick to abandon it, for in its simplicity lies the key to customer satisfaction and brand loyalty. The game, as ever, is afoot!

Jason Ten-Pow, CEO of bespoke

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Data provided by the 2024 OnResearch Annual CX Study ©