

## Customer Service Survey 2015

### 1. Can you tell us a little about your Customer Service department (choose one for each column)?

Answer Options	Reporting Hierarchy	Budgetary Responsibilities
Customer Service (independent)	103	98
Marketing	24	22
Sales	9	4
Operations	32	42
IT	-	2

### 2. Please rate your top three initiatives for customer service

Answer Options	Most Important	Second Most Important	Third Most Important	Decided Against
Customer Experience	88	54	33	0
Customer Journey Mapping	19	16	14	10
Customer Engagement	16	13	3	0
Mobile Customer Service	0	12	34	0
Social Customer Service	13	5	11	12
Knowledge Everywhere	6	8	13	10
Proactive Customer Service	7	18	11	8
Internet of Things for Customer Service	0	2	6	14
Omni Channel	11	18	29	29
Multi Channel	4	14	3	7
CRM Upgrade (older technology in place)	4	8	11	11
Cloud-based Contact Center	0	0	0	28
Cloud-based Call Center	0	0	0	39

### 3. Which statement best reflects all channels you deployed for customer service?

Answer Options	Response Percent	Response Count
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They are mostly working in silos	5%	9
There is haphazard integration for common components (if	14%	23
There is a strategy for multi-channel integration, not yet	28%	47
We are deploying multi-channel integration	23%	39
We are fully multi-channel integrated	14%	24
We are starting to look at omni-channel	7%	12
We are implementing omni-channel	7%	11
We implemented omni-channel	2%	3

#### 4. How many different applications are used by your multi-channel contact center agents?

Answer Options	Response Percent	Response Count
Just one, we integrated every channel into a single	5%	8
More than one but fewer than the number of channels we	17%	28
As many as number of channels we support - we never	52%	87
We are working on integrating the channels, the goal is to	17%	28
We are working on integrating the channels, the goal is to	8%	13
We have not deployed more than a single channel yet	2%	4

#### 5. What channels does your organization use for customer service? Please select all that apply

Answer Options	Response Percent	Response Count
Phone	98%	165
IVR	17%	28
Email	83%	140
web self-service (desktop)	67%	112
web self-service (mobile)	50%	84
self-published service app for mobile devices	7%	12
kiosk	5%	8
face-to-face	33%	56
chat (including co-browse)	40%	68
chat (without co-browse)	47%	79
chat (automated via virtual assistant)	20%	34

sms (texting)	9%	15
Twitter	53%	89
Facebook	58%	97
Linked In	19%	32
branded community, closed	14%	24
branded community, open	26%	43
pinterest	4%	6
public communities	39%	65
branded communities	17%	28
closed communities (log-in)	8%	14
none	0%	0

**6. Please select one from each column.**

Answer Options	Most Used	Least Used	Last Implemented
Phone	56	0	2
IVR	5	3	0
Email	46	1	26
web self-service (desktop)	11	6	47
web self-service (mobile)	2	12	4
self-published service app for mobile devices	0	0	3
kiosk	0	4	0
face-to-face	4	5	2
chat (including co-browse)	11	0	39
chat (without co-browse)	12	0	28
chat (automated via virtual assistant)	0	6	0
sms (texting)	0	0	0
Twitter	9	11	7
Facebook	10	6	9
Linked In	0	10	0
branded community, closed	0	11	0
branded community, open	0	0	0
pinterest	0	29	1
public communities	2	64	0

branded communities	0	0	0
closed communities (log-in)	0	0	0

**7. For the LAST CHANNEL you implemented, did the benefits after deployment match your expectations?**

Answer Options	Response Percent	Response Count
Yes	70%	118
No	5%	9
Not Sure Yet	24%	41

**8. When DECIDING whether to offer a new channel for customer service, who MAKES the decision?**

Answer Options	Response Percent	Response Count
Consultants advice	7%	11
IT department	5%	8
We copy competitors	5%	9
Our partners ask or demand it	5%	8
Customers request it	24%	41
Research analyst report recommends it	4%	6
Customer Service organization careful evaluates needs and none of the above	50%	84
	1%	1

**9. When IMPLEMENTING a new customer service channel, who DRIVES the project?**

Answer Options	Response Percent	Response Count
End-users via co-creation projects	2%	4
End-users via surveys and market research projects	11%	19
Analysts and pundits via inquiries	7%	12
Consultants and systems integrators via consulting projects	24%	41
Internal team	55%	92

**10. How long has your organization been providing customer service using**

<b>Answer Options</b>	<b>Social Channels</b>	<b>Mobile Channels</b>
Less than 6 months	9	38
Between 6 months and 12 months	27	23
Between 12 and 24 months	34	16
More than 24 months	87	52
We have not started yet	11	39

**11. Are customer service processes well defined for**

<b>Answer Options</b>	<b>Social Channels</b>	<b>Mobile Channels</b>
Yes, same as for other channels	5	2
Yes, not as well as other channels	62	25
No	79	92
Working on it	11	10
We have not deployed yet	11	39

**12. Do you think is a good thing for YOUR ORGANIZATION to provide customer service over**

<b>Answer Options</b>	<b>Social Channels</b>	<b>Mobile Channels</b>
Yes	53	44
No	58	43
Don't know yet	46	42
Not deployed yet	11	39

**13. Do you think is a good thing for your CUSTOMERS to provide customer service over**

<b>Answer Options</b>	<b>Social Channels</b>	<b>Mobile Channels</b>
Yes	84	39
No	40	11

Don't know yet	33	79
Not deployed yet	11	39

#### 14. What was the PRIMARY benefit experienced when using

Answer Options	Social Channels	Mobile Channels	Traditional Channels
Reduced Cost of Transactions	11	6	18
Faster Response Time	33	38	23
Higher First Call Resolution	13	21	64
Deflected Call Center Calls	22	16	18
Deflected Contact Center Interactions	28	21	21
Increased / Improved NPS	3	0	2
We have not yet figured it out	44	25	0
We did not get benefits from the deployment	3	2	22
We have not deployed yet	11	39	0

#### 15. What was the SECONDARY benefit experienced when using

Answer Options	Social Channels	Mobile Channels	Traditional Channels
Reduced Cost of Transactions	9	19	18
Faster Response Time	15	23	58
Higher First Call Resolution	21	29	47
Deflected Call Center Calls	19	0	11
Deflected Contact Center Interactions	46	31	12
Increased / Improved NPS	0	0	0
We have not yet figured it out	44	25	0
We did not get benefits from the deployment	3	2	22
We have not deployed yet	11	39	0

#### 16. Have you deployed mobile apps for customer service?

Answer Options	Response Percent	Response Count
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Yes, we are testing to see what happens	11%	18
Yes, we launched one app for now	5%	8
Yes, we launched more than one based on our experience	1%	2
No, we are still creating a strategy	55%	92
No, we don't see our customer service as feasible for mobile	21%	35
No, we decided not to do mobile apps for customer service	8%	13

#### 17. What benefits have you experienced from using mobile apps for customer service (all that apply)?

Answer Options	Response Percent	Response Count
reduced number of phone calls	1%	2
reduced number of interactions	4%	6
faster service to customers	11%	18
better customer satisfaction or NPS scores	0%	0
easier management of knowledges	1%	1
better engagement with customers	1%	1
reduced overall cost for customer service	0%	0
better R&D data collection	0%	0

#### 18. Is your investment in mobile apps for the next year...

Answer Options	Response Percent	Response Count
Increasing by 5% or more	2%	4
Increasing by less than 5%	7%	11
Staying the same	77%	129
Decreasing by less than 5%	11%	19
Decreasing by more than 5%	3%	5

#### 19. Have you deployed communities for customer service?

Answer Options	Response Percent	Response Count
Yes, we launched a branded community using vendor	18%	31

Yes, we launched an unbranded community using cloud-	4%	7
Yes, we became part of one or more existing communities	8%	13
No, we are still creating a strategy - we don't participate	55%	92
No, but our customer service agents are allowed to participate	11%	19
No, we decided not to do communities for customer service	4%	6

#### 20. What benefits have you experienced from using communities for customer service (all that apply)?

Answer Options	Response Percent	Response Count
reduced number of phone calls	5%	9
reduced number of interactions	4%	6
faster service to customers	4%	7
better customer satisfaction or NPS scores	2%	4
easier management of knowledges	11%	19
better engagement with customers	1%	2
reduced overall cost for customer service	2%	4
better R&D data collection	0%	0

#### 21. Is your investment in communities for the next year...

Answer Options	Response Percent	Response Count
Increased by 5% or more	2%	3
Increased by less than 5%	14%	23
Stayed the same	74%	124
Decreased by less than 5%	8%	14
Decreased by more than 5%	2%	4