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Reducing Customer Effort Is Critical to Satisfaction

Effort to resolve an issue and overall satisfaction are strongly correlated across every service channel. In fact, "strongly agree minimal effort was required to resolve my issue" is a Key Performance Indicator (KPI) for each channel. Meeting this KPI can have a huge positive influence on satisfaction:

Potential Impact on Satisfaction



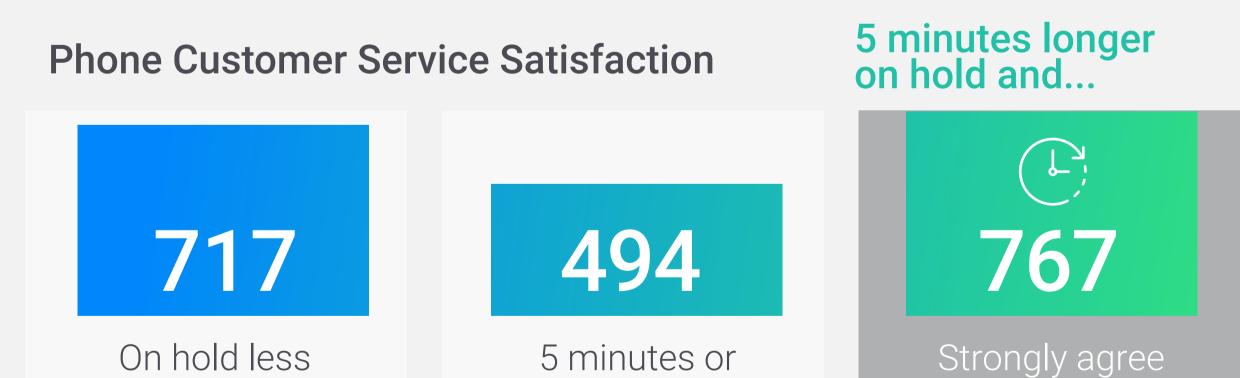






Added Bonus: Mitigating Wait Time Impact

Reducing customer effort not only influences overall satisfaction, but it also helps mitigate the negative impact of long wait times across all channels. For example, when customers strongly agreed that minimal effort was required to resolve an issue for the phone channel, satisfaction was higher even when they had to wait more than 5 minutes for the resolution.



than 5 minutes

longer on hold

minimal effort to resolve

How are you performing against this influential KPI?

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