

J.D. POWER

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



+279

In-person



+330

Phone



+305

Website



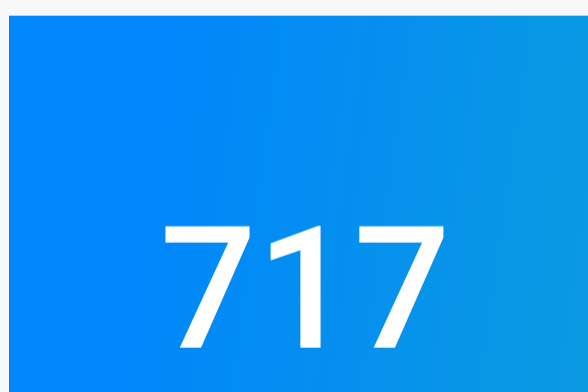
+263

App

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.

Phone Customer Service Satisfaction



On hold less than 5 minutes



5 minutes or longer on hold

5 minutes longer on hold and...



Strongly agree minimal effort to resolve

How are you performing against this influential KPI?

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