



# Improving the Customer Experience in a Smartphone-Centric World

## We've all been there.

# 12:1



*It takes 12 positive experiences to make up for one unresolved negative experience.<sup>1</sup>*

Ruby Newell-Legner. Understanding Customers

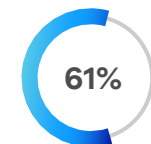
You're contacting customer support in the hopes of resolving a problem but instead find yourself on hold listening to a 90's melodramatic pop song. You wait, and probably wait some more, before finally being connected to someone on the other end of the line. You explain yourself, spell out your name, get transferred to another agent, explain yourself some more, until the vicious cycle of repetition and lack of assistance places you in customer support oblivion.

In other words, customer support needs an upgrade. The statement "the customer is always right" has never been more true than it is today. Empowered by a myriad of choices, multiple buying channels, and technology skills that are steps ahead of most call centers, today's customer holds all the cards. Millennials and Gen Z users, with increasing buying power, have particularly high expectations of their ability to get things done anywhere, from any device. Leading companies have recognized the

growing importance of the customer experience on sales, retention, and loyalty. In many cases, customer service and the customer experience are evolving as bigger differentiators than price and product.

In a recent survey, **companies rate customer service as the #1 important function contributing to the customer experience**, with 96% of organizations placing it under the "experience" umbrella. On the flip side, bad customer service costs businesses in excess of \$80 billion per year in the United States and over \$300 billion worldwide. Ouch.

**THE PERCENTAGE OF CUSTOMERS THAT GO TO COMPETITORS DUE TO BAD SERVICE**



## What Customers Want (and Don't Want) in a Support Experience

As we mentioned earlier, customers today expect multiple ways to interact with companies. From email to chat and social media, the tech-savvy customer wants to use new, immediate, and more personal channels to resolve service issues whenever they crop up.

Problem is, customer care centers have yet to step up to support these new modes of engagement. Traditional service channels are still the main way companies connect with customers, with 91% reporting they rely on agent telephony, and 92% using email. Much rarer are other call center channel offerings, including video messaging (20%), virtual agents (27%), and web-based video (31%).

That being said, **voice continues to be the channel of choice with 59% of customers saying it's their preferred form of communication with a business and 75%**



1/10

*The percentage of customers that go to competitors due to bad service*

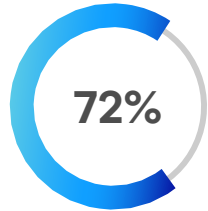
**considering it the most effective channel for a quick response.** However, calls need to be efficient—49% of customers were put off by having to repeat themselves over and over again to multiple agents.

While 53% of online shoppers most often start with email to get assistance, less than half of them actually prefer to do so—and more than half of them expect it to result in the worst experience of any channel.

While voice and email are part of the solution, they cannot provide the immediacy and interaction needed to quickly resolve issues.

## A Two-Way Street: The Challenges of Improving Customer and Agent Support

The pressure is on for contact centers to meet customer expectations for convenience, personalization, and efficiency. What's holding them back, you ask? One big factor is the lack of ability to access and leverage information that improves the customer experience—even though it's likely stored within the organization.



EXPECT A CUSTOMER SERVICE AGENT TO KNOW THEIR CONTACT INFORMATION, PRODUCT INFORMATION, AND SERVICE HISTORY AS SOON AS THEY ENGAGE

For example, 72% of consumers expect a customer service agent to know their contact information, product information, and service history as soon as they engage with a brand for assisted service. However, this data is often housed in siloed systems and

never makes it to the agent, resulting in repetition and lengthy information gathering—increasing handle times and decreasing customer satisfaction. Contact center agents are also part of the solution—they need training and modern knowledge tools to stay ahead of customers who are increasingly willing to turn to self-service. But half of contact centers don't use a knowledge management system, meaning agents don't have access to the kind of information that could expedite call resolution.

# \$62 billion



*US companies are losing an estimated \$62 billion per year due to convoluted systems, being passed around to multiple agents, or having to wait on information required to solve problems easily.*

## 4 Customer Service Areas that Need Improvement



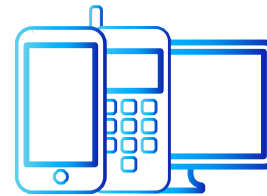
### Inconsistent & impersonal interactions:

- 49% of customers were put off by having to repeat themselves to multiple agents
- 11% have ditched a company for keeping them on hold for too long
- Lack of effective call routing leaves customers stranded or starting over



### Complex technology & lack of integration:

- Most call centers rely on dated, siloed technologies and stagnant knowledge repositories
- Integrations within systems like Salesforce, Zendesk, and Kustomer are critical to making data available to agents when they need it



### Lack of channel diversity:

- Ubiquity of smartphone users prefer to interact from their phones
- Only 36% of contact centers have implemented multichannel integration to provide consistent experiences



### Agent training & attrition:

- Less than a third of contact center decision-makers train all of their agents to support multiple channels
- 70% do not train agents to support multiple channels
- 56% do not offer an agent-facing knowledge management solution

# The Upside of Updating Call Center Services

## For customers

- Shorter hold times
- Faster problem resolution
- No need to repeat personal information
- Resolve problems from anywhere
- Share information about issues easily

## For agents

- Customer data informs call from the start
- Access to customer data allows for personalization
- Contextual information decreases time to resolution

## For companies

- Increased customer loyalty
- Higher first-touch resolution
- Improved satisfaction ratings
- Reduced costs

## If a company gives you good service:



70%

OF CUSTOMERS SAID THEY  
WOULD BE MORE LOYAL



69%

WOULD RECOMMEND THE  
COMPANY TO OTHERS



49%

WOULD USE THEM MORE  
FREQUENTLY IF THEY COULD



42%

WOULD SPEND MORE MONEY  
WITH THE BUSINESS

## Solving Call Center Problems with Technology

Many of the root causes of customer care issues begin with legacy systems. These are often closed platforms that don't integrate with the backend systems that store customer, product, and order information.

### Call center technology challenges:



*Siloed data and disparate systems*



*Difficulty addressing industry-specific compliance requirements*



*Replacing legacy systems can be cost prohibitive*

In addition, many call center solutions are piecemealed and not built for integration. Most companies use at least five to ten platforms to handle a range of customer interactions, but lack the integration to improve the call handling process. These solutions include:

- Scheduling
- Recording
- Voice calls
- Chats
- Screensharing
- Video Sharing
- Reporting
- CSAT
- and more...

This growing list of single-purpose solutions feel a lot like the kind of functionality that is built into today's smartphones. In fact, the smartphone might be the trojan horse for updating contact centers—they are ubiquitous, always on and ready for action. Today, 90% of people have their smartphone within reach at all times.

Unsurprisingly, customers agree. **An overwhelming 75% of consumers said that they would rather use mobile customer care inside an app because it reduces time and hassle.** And, 53% of customers would spend more money with a brand if they could switch channels or devices to continue a conversation, all without starting over and repeating their information.

The challenge for organizations is integrating these preferred communications channels into a seamless experience. In fact, over 95% of mobile apps force the user to exit the app to get live assistance via phone, chat, messaging, or email.

## Smartphones to The Rescue

# 53%

*of customers would spend more money with a brand if they could switch channels or devices to continue a conversation without starting over and repeating their information.*





# The Solution: Consistent, Delightful Support Experiences

It only makes sense to leverage smartphones into the customer support experience, with their on-demand, internet-enabled, API-powered capabilities. The challenge is incorporating smartphones in a way that is seamless, integrated, and doesn't require piecemeal add-ons.

## WHAT SMARTPHONES BRING TO THE PARTY:



### Instant Verification

From thumbprint authentication to pre-populating contact info, agents get trusted data at the start of the call.



### Immediate Feedback

Sending, receiving, and verifying information is reliable and handled in real-time.



### Real-Time Photo & Video Sharing

91% of organizations offer a complete service experience over the phone. That being said, having the ability to share photos and videos to resolve problems faster when contacting support would prove for a more well-rounded experience.

Being able to visually identify or address a problem makes it easier for both the agent and customer to come to a quick resolution.



### Text Input

Type out an address, email, and more, knowing that the information is accurate and without error.



### Screenshots

For products that live on a screen, the ability to see what the customer is experiencing inside an app is invaluable to expediting service calls.



### Payments

Cross-sell and upsell opportunities become seamless when customer information is delivered from payment systems already installed on a smartphone.

# About UJET

UJET is the real-time communications platform that makes it easy for customers and businesses to instantly connect so they can resolve problems faster. Headquartered in San Francisco, UJET enables businesses of all sizes to provide support experiences that turn customers into lifetime brand advocates.

Smart Actions—like fingerprint or pattern authentication—combined with photo, video, screenshots, and text input shave minutes off every interaction and offer customers a seamless experience that keeps them engaged in their time of need.

## For Contact Center Teams

With a real-time dashboard, supervisors and admins have access to key metrics like agent aux codes, users queued, wait times, scheduled calls, an agent's speed to answer, chat durations, transfers, CSAT scores, and much more. These metrics can be instantly fed into allied systems to ensure that operational decisions are not based on data that is 15 or 30 minutes stale but rather on the current interaction.

## For UX and Developers

The UJET SDK sits inside your app and/or website and integrates with your support CRM, so agents can field calls and chats directly from the browser with auto-ticket creation and utilize two-way sharing with the customer so nothing falls through the cracks. We also boast a best-in-class SLA which guarantees 99.995 uptime.

For more information about UJET or to see a product demo, visit our site at [www.getujet.com](http://www.getujet.com).

[WWW.GETUJET.COM](http://WWW.GETUJET.COM)

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