

OPTIMISING CUSTOMER EXPERIENCE IN INDIA

The Consequences Of Poor CX

Consumers choose brands on the basis of price but defect on the experience they receive.



71%
OF CONSUMERS HAVE STOPPED DOING BUSINESS WITH A COMPANY FOLLOWING A POOR EXPERIENCE



78%
OF CONSUMERS HAVE ACTIVELY ADVISED FRIENDS & FAMILY TO AVOID A COMPANY THAT DELIVERS A POOR EXPERIENCE

Customer Journey

Consumers typically begin their journey by using online channels before progressing to mobile and traditional channels.

However, online and mobile channels require a high number of interactions. This leads to greater consumer dissatisfaction as their query resolution is extended.

CHANNEL USAGE - SUMMARY

	ONLINE CHANNELS EMAIL WEB SOCIAL COMMUNITY ONLINE CHAT	MOBILE CHANNELS PHONE - MOBILE APP SMS	TRADITIONAL CHANNELS EZF PHONE MAIL
3.6 CHANNELS USED ON AVERAGE PER CUSTOMER QUERY			
ALL CHANNELS USED	79%	72%	55%
FIRST CHANNEL USED	51%	31%	18%
NUMBER OF INTERACTIONS	10.9	7.1	4.1
INCREASE USAGE LAST 12 MONTHS	32%	32%	24%

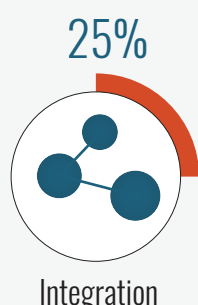
Pain Points

The top two consumer frustrations are automated telephony trees and time to reach a representative that can resolve their query.

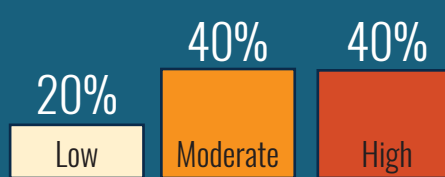
There is a high level of customer satisfaction in India, but there is still room to improve the experience.

Organisations need a single view of the customer - combining personal information, needs and interaction history.

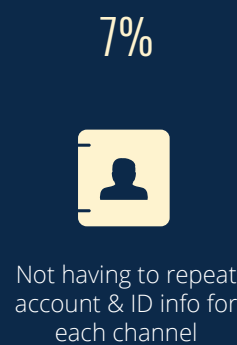
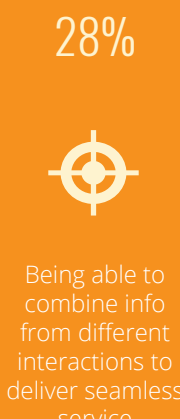
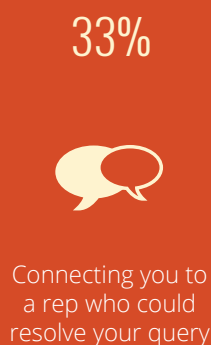
CUSTOMER SERVICE ISSUES



OVERALL SATISFACTION

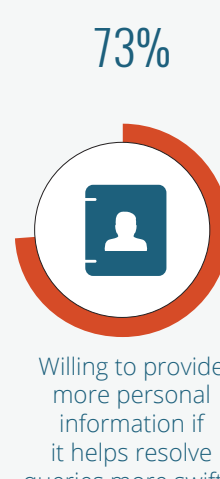
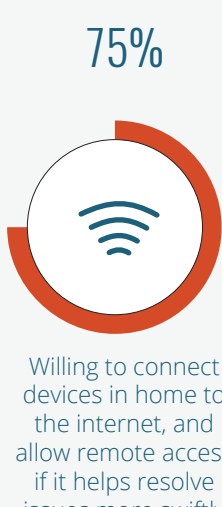


DRIVERS OF SATISFACTION



What's In It For The Customer?

Consumers are willing to provide more personal data and connect devices in return for a personalised and seamless experience that delivers a faster resolution.



What's In It For Businesses?

HIGHLY SATISFIED CONSUMERS RESULTS IN BETTER ORGANISATION PERFORMANCE:

