

Disjointed and Disgruntled

How broken communications workflow impacts customer satisfaction and the bottom line

Customers

EXPECTATIONS

- 95% Friendly and knowledgeable agents
- 94% Not have to repeat information across channels
- 72% Reach agents via channel of choice

Customer-facing employees

CHALLENGES

- Can't serve customers when coworker collaboration is hard 75%
- Toggle daily between apps to resolve customer issues 74%
- Lack historical customer interaction data 67%

THE REALITY

4.1X Customers dropped brands last year after a bad customer service experience

41% stopped after...
 ...having to repeat themselves
 ...getting passed from rep to rep

34% dropped brands after waiting 10+ minutes

77% put customers through excessive service times

75% get unhappy when communications technologies hinder productivity

50% take this frustration home and are more likely to be rude to family and friends

ENGAGED EMPLOYEES + ENGAGED CUSTOMERS = BUSINESS PROFITABILITY

1 ENGAGE YOUR EMPLOYEES

3 in 4 employees agree companies prioritize the employee experience with perks — not with communications technologies

3 in 4 employees agree digital transformations prioritize the customer experience — not the employee experience

Perks vs. Communications technology

PRIORITIZE TECHNOLOGY

Customer experience vs. Employee experience

PRIORITIZE EMPLOYEES, TOO

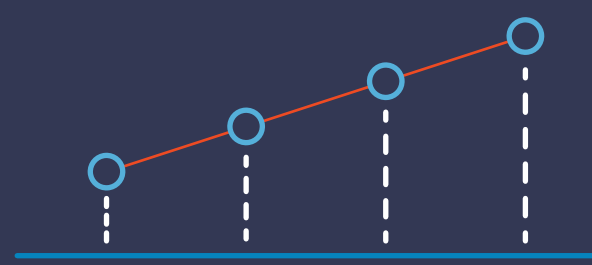
2 ...TO IMPROVE WORKFLOW AND CUSTOMER ENGAGEMENT

9 in 10 employees agree disjointed communications technologies affect workflow and job satisfaction

9 in 10 employees say this impacts customer satisfaction and the bottom line



IMPROVE WORKFLOW



IMPROVE BOTTOM LINE

3 ...AND INCREASE THE BOTTOM LINE

9 in 10 employees believe a seamless communications platform that lets them interact with coworkers and customers improves...



TO LEARN MORE ABOUT THE RESEARCH FINDINGS, DOWNLOAD OUR EBOOK "Overcoming the Digital Age Disconnect"

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CITE Research, on behalf of RingCentral, conducted an online survey among 2,000 customer-facing knowledge workers and customer support employees in the US, UK, and Australia.