

FREE YOUR CUSTOMERS FROM THE MAZE

Lowering effort brings great benefits for you and your customers



You might think of customer experience as a journey. But for your customer, it can feel more like a maze.

YOU ALREADY KNOW THAT GREAT CX LEADS TO:

- ↑ Customer Satisfaction
- ↑ Brand Loyalty
- ↑ Revenue Opportunities



BUT HIGH CSAT SCORES ARE INCREASINGLY HARDER TO ACHIEVE.

CUSTOMERS ARE FRUSTRATED BY:

- Long hold times
- Confusing menu options
- Fragmented service channels

not to mention...

40%

of customers are already frustrated before they reach out



YOUR CUSTOMERS HAVE HIGH EXPECTATIONS.

64%

of consumers regularly use one or more research methods before even reaching out

80%

of 18-34 year olds use one or more methods



And they want a **seamless and consistent experience**, regardless of channel.

AND THEY WANT TO GET THINGS DONE QUICKLY AND EASILY.

over 40%

of customers think they spend too much time or effort resolving issues



And most of them are only willing to spend **up to 10 minutes** (including hold time).



90%

of consumers who spend less time or effort than expected are happy post-customer service interaction

SO DITCH THE MAZE

Provide a simple, straightforward path for your customers to get things done.

[READ OUR FULL REPORT](#)

