

SOCIAL MOBILE INTERACTIVE TRADITIONAL

# CUSTOMER EXPERIENCE MANAGEMENT

## BENCHMARK STUDY 2012 IN REVIEW

INSOURCING & OUTSOURCING TRENDS LEADERSHIP



[www.3csi.com](http://www.3csi.com)



[www.execsintheknow.com](http://www.execsintheknow.com)

# EXECUTIVE SUMMARY

With the changing expectations of a 'Connected Consumer', customer service as we know it has forever changed. In fact, our benchmarking data finds that **70% of service leaders feel they need training on emerging channels and strategies to perform their roles.** The 2012 Customer Experience Management Benchmark Study takes an in-depth look at the trends and opportunities associated with these changes and provides comprehensive analysis of the current customer care landscape.

More than 160 leading organizations, including many high-grossing and Fortune 100 companies, participated in this benchmark study. The majority of the businesses polled have revenues above \$1B and employ large-scale customer care operations, some with agent counts numbering in the thousands.

The study provides key insights by capturing data points in areas such as:

- Social Care (Digital CRM)
- Mobile Customer Care
- Interactive Customer Care
- Traditional Customer Care
- Insourcing and Outsourcing Trends
- Leadership, Staffing and Program Performance

Together, these topics outline the current state of the service industry and highlight best practices that will enhance the customer experience.

Look for a complete report of the **2012 Customer Experience Management Benchmark Study in early 2013**, which will include the expertise and industry analysis of Dr. Natalie Petouhoff, Social Customer Service Analyst and UCLA Adjunct. Dr. Petouhoff will provide a strategic and tactical overview of the results and help summarize why it is imperative for brands to understand the critical shift in customer experience and how to quickly determine their call-to-action.

These themes will be explored in detail at the Customer Response Summit 5, Feb. 11–13, presented by Execs in the Know.

[www.customerresponsesummit.com/exec-summary/](http://www.customerresponsesummit.com/exec-summary/)



**Execs In The Know**  
a division of M.E.R.

Presents

Emerging Customer Response Channels  
Customer Response Summit **5**

Feb 11th, 2013 – Feb 13th, 2013  
Bonita Springs, Florida  
Hyatt Regency Coconut Point Resort and Spa



Thank you to all individuals and organizations who participated in the study. We look forward to releasing the full version very soon.

— 3CSi and Execs in the Know

# # HOW COMPANIES ARE SUPPORTING THE CONNECTED CONSUMER @

## Summary of Findings from the 2012 Customer Experience Management Benchmark Study

This year-end study posed over 100 questions to top organizations covering a variety of topics about the customer experience. The following provides a snapshot of key findings in the areas of social, mobile and interactive customer care.

## SOCIAL CUSTOMER CARE

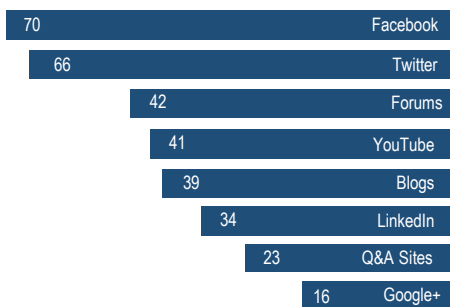
Technology and social media have transformed the way we communicate. To stay current and become a leading customer-centric brand, organizations must innovate their digital customer relationship management capabilities.

### LEVEL OF ENGAGEMENT

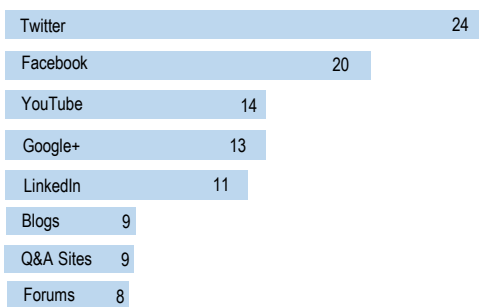
**FINDING:** 49% of companies are **proactively searching and responding** to consumer comments, 21% are **listening and responding** to direct inquiries, 9% **listen alone** and 22% are **still determining** their approach.

**70%**  
of companies polled have an active platform for social media engagement.

#### WHERE COMPANIES ARE ENGAGING:



#### WHERE COMPANIES PLAN TO ENGAGE MORE:



### TOP PRIORITY FOR SOCIAL CARE

When asked about the #1 priority for social customer care in the coming year, respondents indicated:

**51%**

Better integrate with traditional channels

**17%**

Broader participation in more sites

**6%**

Hire more social care agents

**1%**

Expand hours for social care agents

**25%**

Other

### FUTURE PLANS FOR SOCIAL CARE

To the right are the top 50 words used by respondents when asked how their company or organization intended to transform their social care activities in the coming year. →



# MOBILE CARE

Mobile is playing an increasing role in connecting organizations with their audiences and emerging as a powerful customer care channel. While current adoption is limited, there is a high expectation for growth as technology continues to saturate the market.



## TEXT FOR ASSISTANCE



## THE FUTURE OF MOBILE CARE

When asked about their plans to develop mobile into an active support channel, respondents said:

- 41% are planning to develop channel
- 16% already active
- 20% aren't active with no plans to develop
- 23% aren't sure of future plans

For those few that are providing mobile care, here's how their solutions are being utilized:



# INTERACTIVE CARE

Live chat. Rapid response. Searchable FAQ. These tactics collectively form an emerging care channel known simply as interactive care. As more consumers connect, this channel will grow in importance.

## INTERACTIVE UTILIZATION

Does your organization offer interactive solutions online?

48% YES

52% NO

## CATALYST FOR CHANGE



## INTERACTIVE EXPECTED TO GROW

When asked about what they expect their interactive budget to do in the coming year, respondents indicated:

- 57% are planning for an increase
- 6% expect a decrease
- 24% assume no change
- 13% did not know

# PROGRAM PERFORMANCE

53%

Companies with social media teams but have not developed training

37%

Companies utilizing daily monitoring programs

43%

Executives who feel that they haven't yet developed the right positions to support the Connected Consumer