

# 2013

CUSTOMER EXPERIENCE MANAGEMENT BENCHMARK STUDY

TRADITIONAL  
SOCIAL  
MOBILE  
INTERACTIVE  
LEADERSHIP

# EXECUTIVE SUMMARY

## A LETTER FROM THE STUDY'S AUTHORS

The Customer Experience Management Benchmark is back. And just like last year, the 2013 edition continues to provide valuable insight into the strategies and tactics employed by the world's largest and most well known brands in support of today's Connected Consumer.

While this year's Benchmark sees a number of new participants and study questions, attention remains focused on five primary areas. They are Social Media, Mobile, Interactive, Traditional and Leadership. Together, these channels form the backbone of today's customer care environment. Understanding how they relate to each other is essential. It is our goal to provide valuable context in these areas by illustrating the changes and trends in the data, while also highlighting the current and future priorities of many of the world's leading-edge customer care programs.

The infographic provides a snapshot of this year's corporate participants, along with a few of the keys findings that have surfaced in our initial analysis of the study's results. We hope it'll peak your interest and inspire you to ask thoughtful questions about your own customer care operation.

The final Benchmark study is scheduled for release at the 2014 Customer Response Summit (CRS), February 3<sup>rd</sup>-5<sup>th</sup> at the Manchester Grand Hyatt in San Diego, CA. The CRS conference, which meets three times a year, brings together some of the world's top brands, establishing a unique forum for the exploration of ideas and issues related to customer care and the customer experience. Along with the study's release and a dedicated panel discussion of its contents, CRS offers an intriguing collection of interactive sessions, social engagement opportunities and keynote speakers. San Diego's featured speaker is Tom Weiland, Global Vice President of Customer Service at Amazon. Tom will discuss Amazon's mission of being "Earth's Most Customer-Centric Company," and share details about Amazon's latest innovation, the Mayday Button. Learn more about the 2014 Customer Response Summit at [CustomerResponseSummit.com](http://CustomerResponseSummit.com).



2014  
CUSTOMER  
RESPONSE SUMMIT  
FEBRUARY 3-5  
SAN DIEGO, CA

A big "Thank You" to everyone who participated in this year's study — we look forward to releasing the full study very soon. We know you'll find its contents to be both valuable and inspiring.

— Digital Roots and Execs in the Know

# CUSTOMER EXPERIENCE IN A CONNECTED WORLD

## INSIGHTS FROM THE 2013 CUSTOMER EXPERIENCE MANAGEMENT BENCHMARK STUDY

The 2013 Customer Experience Management Benchmark Study is a survey of customer care program managers from select U.S. and global companies, targeting organizations that conduct the majority of their business in the business-to-consumer space. Participants completed an extensive questionnaire aimed at defining and exploring their current and future plans for providing customer care to an increasingly Connected Consumer.

### THE PARTICIPANTS

While participants of the 2013 study spanned across industries, some areas of concentration included automotive, consumer electronics, retail and financial services. And much like last year's study, segmentation by level of revenue continues to place the majority of participants in the \$1B-\$10B range. There were also a high number of repeat participants, lending weight to the established trends and broad comparisons between 2012 and 2013 data sets.

**3.69B**  
IS THE MEDIAN REVENUE FOR  
RESPONDENT COMPANIES

**RETAIL**  
IS THE MOST REPRESENTED INDUSTRY IN  
THE BENCHMARKING STUDY

MORE THAN **HALF** OF  
STUDY RESPONDENTS  
PARTICIPATED IN LAST  
YEAR'S STUDY

### CURRENT SUPPORT

The vast majority of participating organizations are already well established in their support of the Connected Consumer. Here's a quick glimpse of how they fare in the channels of primary focus:

**56%** OF COMPANIES OFFER A  
MOBILE CARE SOLUTION

**67%** OF COMPANIES HAVE A SOCIAL  
MEDIA RESPONSE TEAM  
SPECIFICALLY FOR CUSTOMER CARE

**75%** OF COMPANIES OFFER  
INTERACTIVE CARE OPTIONS

**89%** OF COMPANIES  
LOOK TO INTEGRATE  
EMERGING CHANNELS  
INTO TRADITIONAL

### KEY FINDINGS

Perhaps the most significant finding to come out of the early analysis of the study is the strengthening importance of Mobile Care. Already a big blip on last year's radar, Mobile not only grabbed more dollars and attention from companies, it has gained greater participation among consumers. Another surprising finding is that 22% of respondents see a fundamental change coming to their current customer care setup.

NEARLY HALF  
OF RESPONDENTS  
HAVE SEEN THE MOST  
GROWTH IN THE  
MOBILE CHANNEL

53%  
OF COMPANIES  
MARK BRAND  
REPUTATION AS THE #1  
PRIORITY OF CUSTOMER  
EXPERIENCE  
MANAGEMENT

ABOUT 1 IN 5  
COMPANIES HAVE  
PLANS TO SHIFT  
CUSTOMER CARE FROM  
ITS CURRENT SETUP