

Getting to Know the Connected Consumer:

# EXPERIENCES PREFERENCES PERCEPTIONS EXPECTATIONS

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Customer Experience Management Benchmark Series  
*Executive Summary*

# EXECUTIVE SUMMARY

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## **Find Out What Your Customers Want, Need, Think and Expect!**

This year's Consumer Edition of the Customer Experience Management Benchmark Series brings into focus the experiences, preferences, perceptions and expectations of today's connected consumer.

Canvassing nearly 20,000 individuals, this year's surveying provides key consumer insights into the primary channels of support for today's customer care organizations. These channels include Traditional, Interactive, Mobile and Social Media.

By aligning the focus of the Consumer Edition to match those of the Corporate Edition, the Customer Experience Management Benchmark Series provides complete coverage of both sides of the equation in exploration of today's Customer Experience.

## **A Report Card for the Industry**

If customer care organizations are looking for a key stat to rally around, it's this:

**78% of consumers feel that the customer service departments of today's companies are generally not meeting their needs and expectations.\***

This number offers a significant opportunity for improvement, considering that nearly 30% of all U.S. consumers have had at least one interaction with a brand's customer service department within the past 12 months.† The expectations of these consumers are expanding, which means organizations need to be extra savvy with the strategies and tactics they use to move the needle forward. The findings in this year's Consumer Edition of the Customer Experience Management Benchmark Series are a critical component in the development of a customer care program that doesn't just meet consumer expectations, but exceeds them.

The complete 2014 Consumer Edition report is slated to be released September 22–24, 2014 at the Customer Response Summit in Memphis.

In the meantime, enjoy the accompanying infographic, which provides a sampling of this year's Consumer Edition findings.

Sincerely,

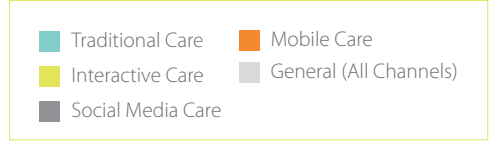
— Digital Roots & Execs In The Know



\*Methodology: Conducted by Google Consumer Surveys, May 12, 2014 – May 13, 2014 and based on 244 online responses. Sample: National adult Internet population. †Methodology: Conducted by Google Consumer Surveys, April 28, 2014 – May 23, 2014 and based on 2,718 online responses. Sample: National adult Internet population.

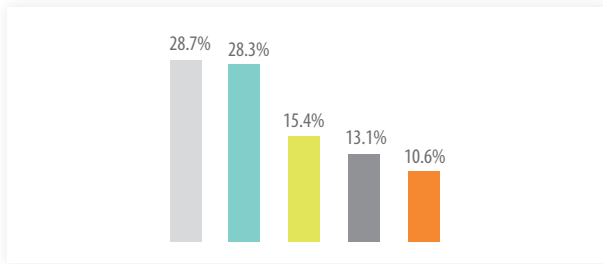
The 2014 Consumer Series final report is organized around four central themes — Experiences, Preferences, Perceptions and Expectations. Here is a sampling of the types of findings you'll discover under each respective theme:

### Graphs Color Legend



## EXPERIENCES

Percent of U.S. Population to Utilize Channel of Care Within the Past 12 Months:<sup>1</sup>

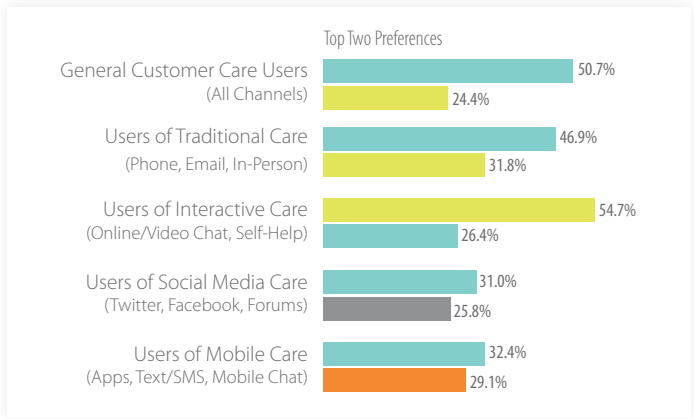


Most Commonly Contacted Industry By Channel of Care:<sup>2</sup>



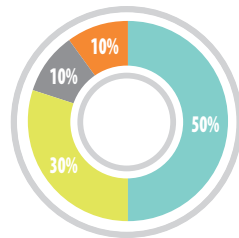
## PREFERENCES

If you knew your customer service issue would be resolved regardless of contact channel, which would be your preferred contact method?<sup>3</sup>

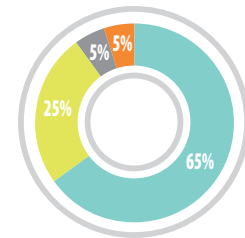


## PERCEPTIONS

In your opinion, which contact channel provides the most convenience when trying to resolve an issue with a brand's customer service department?<sup>4</sup>

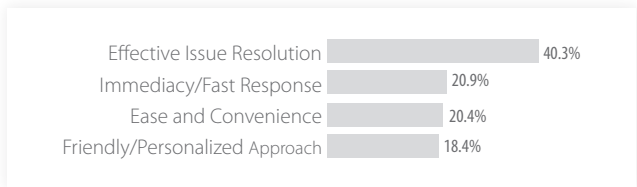


In your opinion, which contact channel provides the highest likelihood of resolving your issue when dealing with a brand's customer service department?<sup>4</sup>



## EXPECTATIONS

Which characteristic of an interaction with a brand's customer service department is most important to you?<sup>5</sup>



<sup>1</sup> Methodology: Conducted by Google Consumer Surveys, April 28, 2014 – June 9, 2014 and based on 2,718 online responses (General), 2,203 online responses (Traditional), 3,736 online responses (Interaction), 4,569 online responses (Mobile) and 4,238 online responses (Social Media). Sample: National adult Internet population. <sup>2</sup> Methodology: Conducted by Google Consumer Surveys, May 12, 2014 – May 23, 2014 and based on 201 online responses. Sample: National adult Internet population. <sup>3</sup> Methodology: Conducted by Google Consumer Surveys, April 28, 2014 – June 9, 2014 and based on 201 online responses (General), 218 online responses (Traditional), 201 online responses (Interactive), 201 online responses (Social Media) and 201 online responses (Mobile). <sup>4</sup> Methodology: Conducted by Google Consumer Surveys, May 12, 2014 – May 23, 2014 and based on 201 online responses. Sample: National adult Internet population. <sup>5</sup> Methodology: Conducted by Google Consumer Surveys, May 12, 2014 – May 23, 2014 and based on 201 online responses. Sample: National adult Internet population.