

Executive Summary

SUPPORTING THE CONNECTED CONSUMER IN A MULTI-CHANNEL ENVIRONMENT:
A COMPREHENSIVE SURVEY

CUSTOMER EXPERIENCE MANAGEMENT BENCHMARK SERIES | 2014 CORPORATE EDITION

Published February 7, 2015

EXECUTIVE SUMMARY

Trending and Comparing Results For Deeper Insights

A collaborative effort between Execs In The Know and Digital Roots, this year's report marks the third in the Corporate Edition and the fifth in the Customer Experience Management Benchmark (CXMB) Series. As we delve deeper into the CXMB Series, we are afforded the opportunity to compare findings with both last year's Corporate Edition and this year's Consumer Edition. In doing so, we arrived at a number of interesting observations, including the following:

- There continues to be a strong disconnect between corporate and consumer perception toward channel preference and expectations met
- In 2014, growth across all channels was virtually even compared to a significant imbalance favoring Mobile growth in 2013

In the final report we explore these and many other areas in great depth and detail. In the meantime, we offer some select findings on the subsequent page.

As always, we structure our results by channel of care. This year, we preface this structure with a section titled Customer Management Overview, which focuses on Operations, Strategic Insights and Team Composition. In addition to these sections, we have also added two new sections: Fortune 500 Findings and Connected Consumer Comparisons. As the section names imply, we shine a spotlight on the specific results of Fortune 500 participants, and we provide a comprehensive analysis that compares and contrasts the results of the 2014 Consumer Edition with those of the 2014 Corporate Edition.

We invite you to look for the release of the complete 2014 Corporate Edition of the CXMB Study at the 11th Customer Response Summit February 8-10 in sunny Miami, Florida. For more details about this event, visit the Execs In The Know website at ExecsInTheKnow.com.

Kind Regards,

— Digital Roots & Execs In The Know



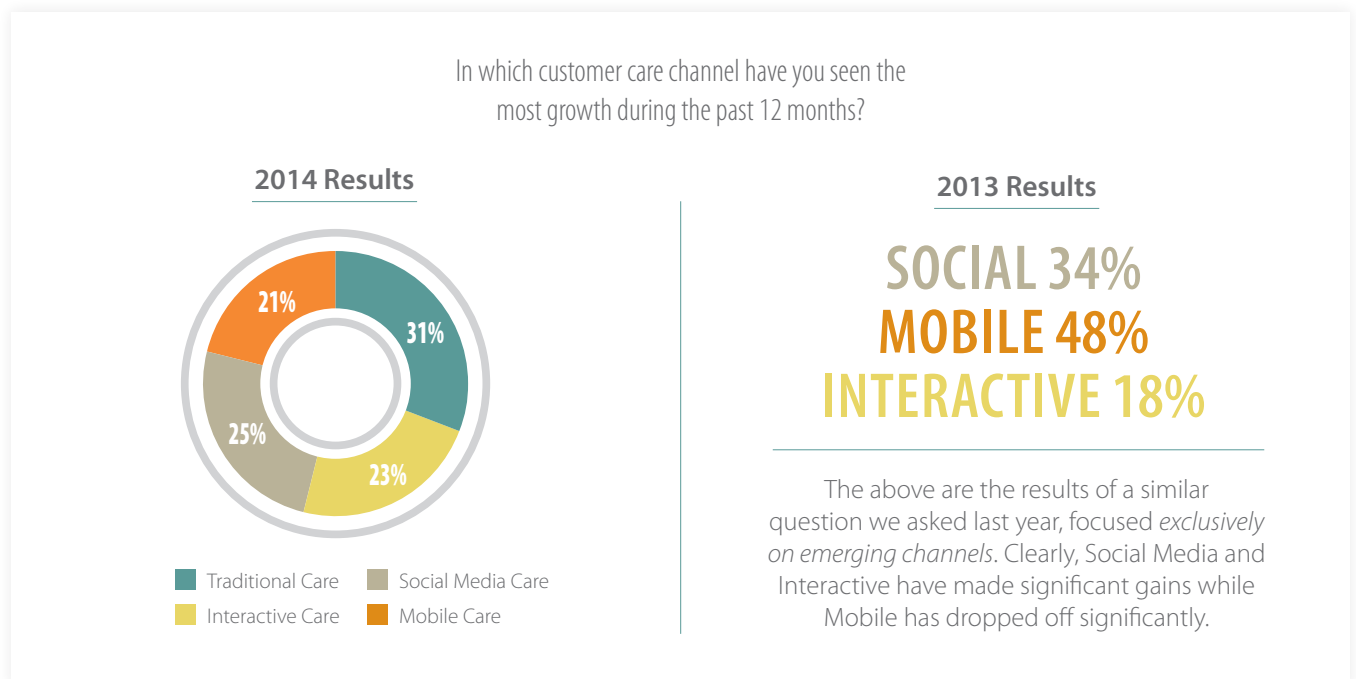
Our sincerest appreciation goes out to these and the many other fine brands that participated in this year's survey:



SELECT FINDINGS

Trending and Comparing Results For Deeper Insights

The 2014 Corporate Edition of the Customer Experience Management Benchmark (CXMB) Series is densely packed with insights and results that can help you better understand how your Customer Management offerings stack up to the competition. Following is a sample of the types of results you'll discover in the complete report.



Meeting Expectations

Interestingly, brands perceive that they offer a level of care that meets or exceeds the needs and expectations of consumers. Meanwhile, consumers hold a very different view:

Consumer Perception (2014 Consumer):

Do you feel that the customer service departments of today's companies generally meet your needs and expectations?

YES: 22% **NO: 78%**

Corporate Perception (2014 Corporate):

Do you feel that your customer care organization generally meets the needs and expectations of your customers?

YES: 88% **NO: 12%**

Channel-Specific Findings

Channel-specific findings form a sizable chunk of the complete 2014 Corporate Edition of the CXMB Series. Here is a select finding from each respective channel:

TRADITIONAL Where does your company stand on integrating emerging channels into the Traditional Care channel?
Already Integrated: 20% **No Plans to Integrate: 16%**
Currently Integrating: 61% **Don't Know: 2%**

INTERACTIVE Do you feel that your company is beginning to divert focus away from traditional avenues of assistance into autonomous (self-help) options?
Yes: 55% **No: 45%**

SOCIAL MEDIA Does your company currently measure customer satisfaction as it relates to social media engagements?
Yes: 14% **No: 80%** **Don't Know: 7%**

MOBILE Is your company's 1-800 number text-enabled?
Yes: 12% **No: 69%** **Don't Know: 19%**