

Study Reveals Customer Care Perceptions And Expectations

Radial and CFI Group surveyed 500 consumers to understand their experiences from digital properties to the customer service agents. The responses reveal consumers' beliefs about the efficacy of retailers' customer service and give retailers the insights they need to improve satisfaction, and sales.

Retail customers who contact customer service have high expectations. In fact, **71%** expect the agent to have knowledge of their previous interactions with the brand, and **24%** say they expect the agent to see all interaction activity regardless of whether it was online or at a physical store. Retailers who do not have the systems to enable agents to view this history can lose significant revenue. Almost one in four (**23%**) customers said they were less likely to make a purchase when the agent did not have access to their history.

The results of our study underscores the need for retailers to invest in the tools, technology and training required to deliver an excellent experience. Dig deeper into each of these areas so you can improve customer care, increase loyalty and, ultimately, boost revenue.

Agent Readiness

Most consumers perceive agents to be ready, willing, and able to assist them.

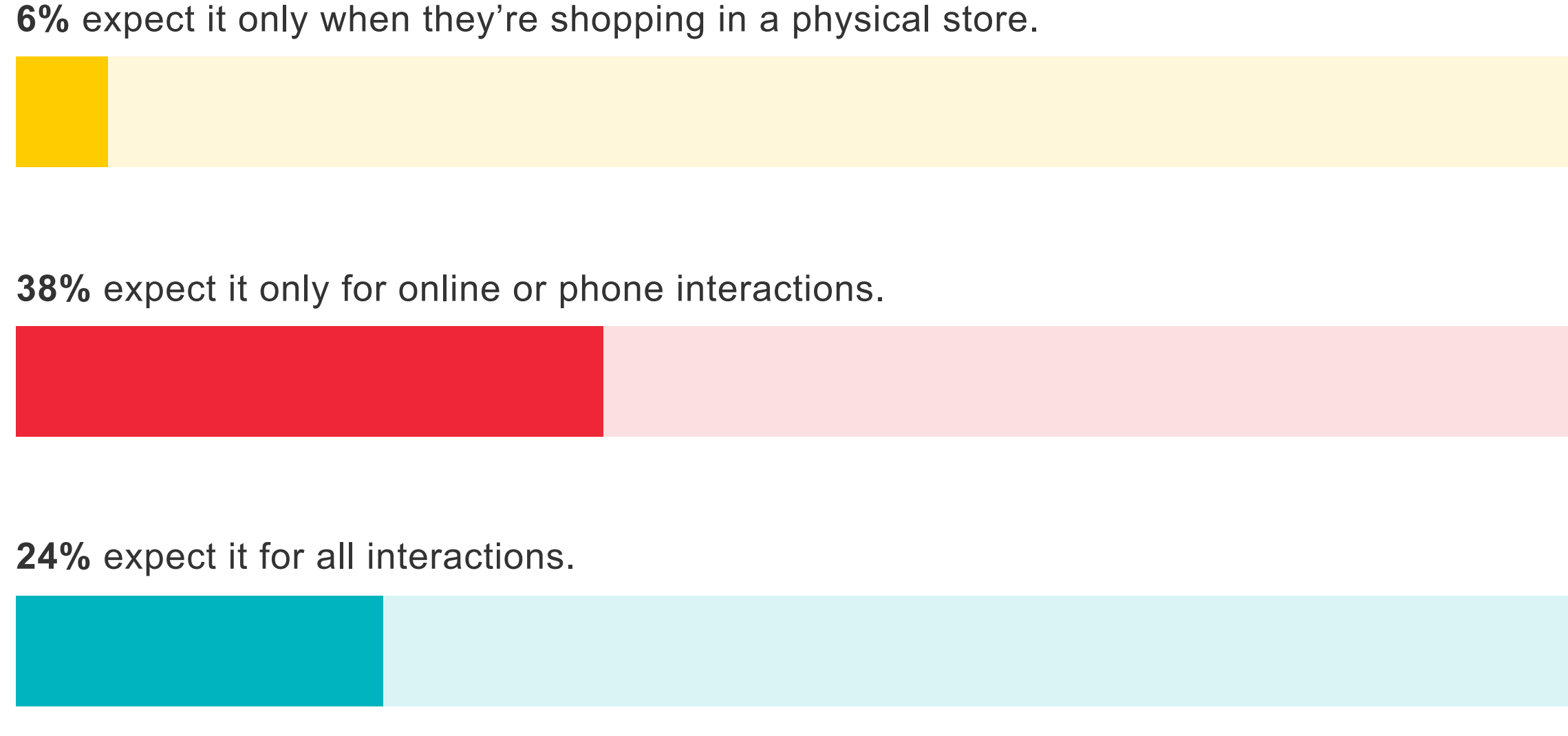


Consumer Expectations

Whether they just engaged with a brand in some way or they actually made a purchase, today's consumers want retailers to know their history.

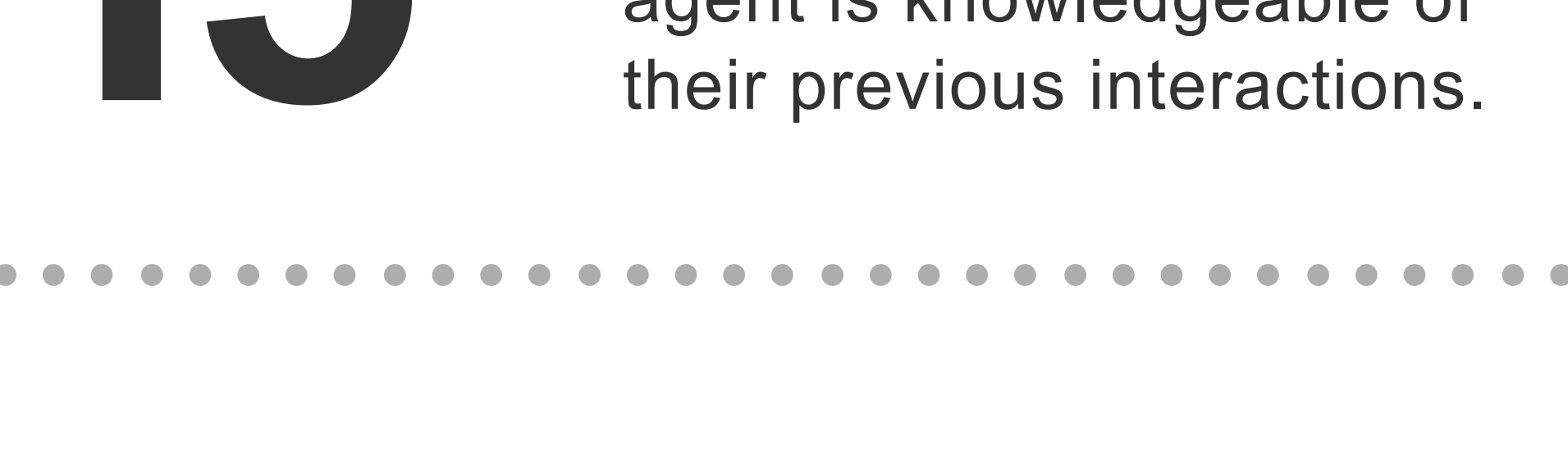
Brand Interactions

When receiving assistance, consumers expect agents to have access to the previous interactions they've had with the brand.



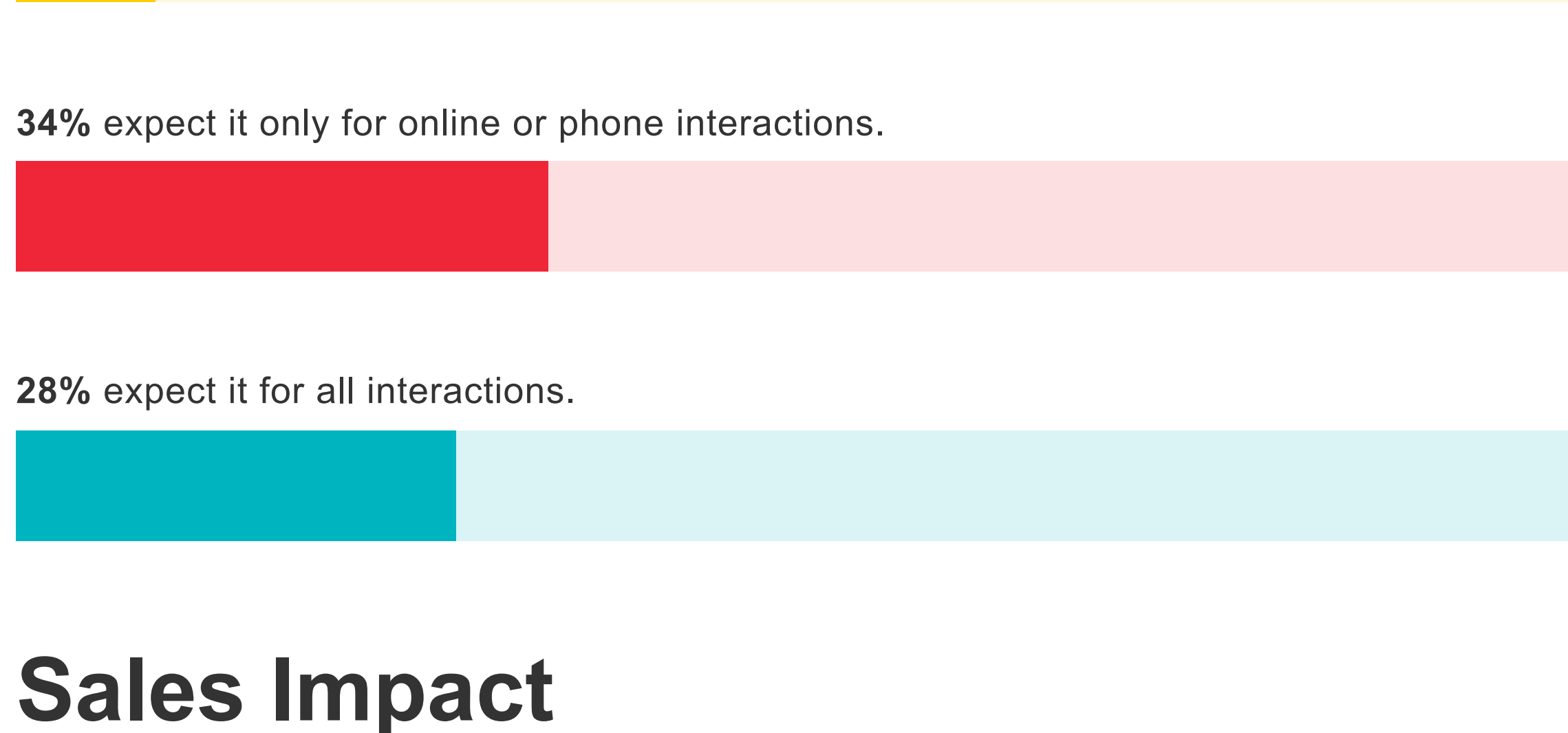
Sales Impact

Meeting these expectations can improve sales:



Purchase History

Consumers expect agents to know their purchase history when they're receiving assistance.



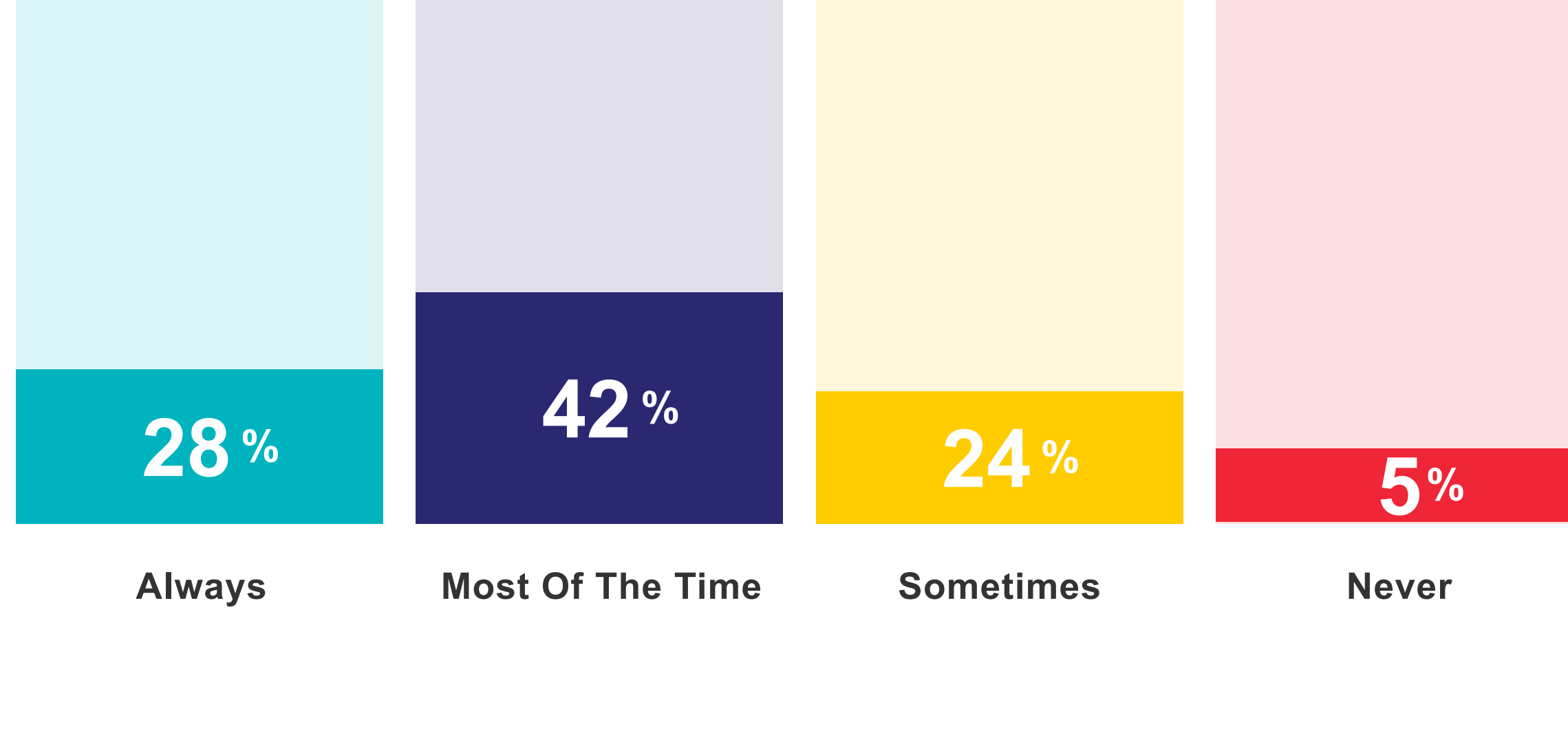
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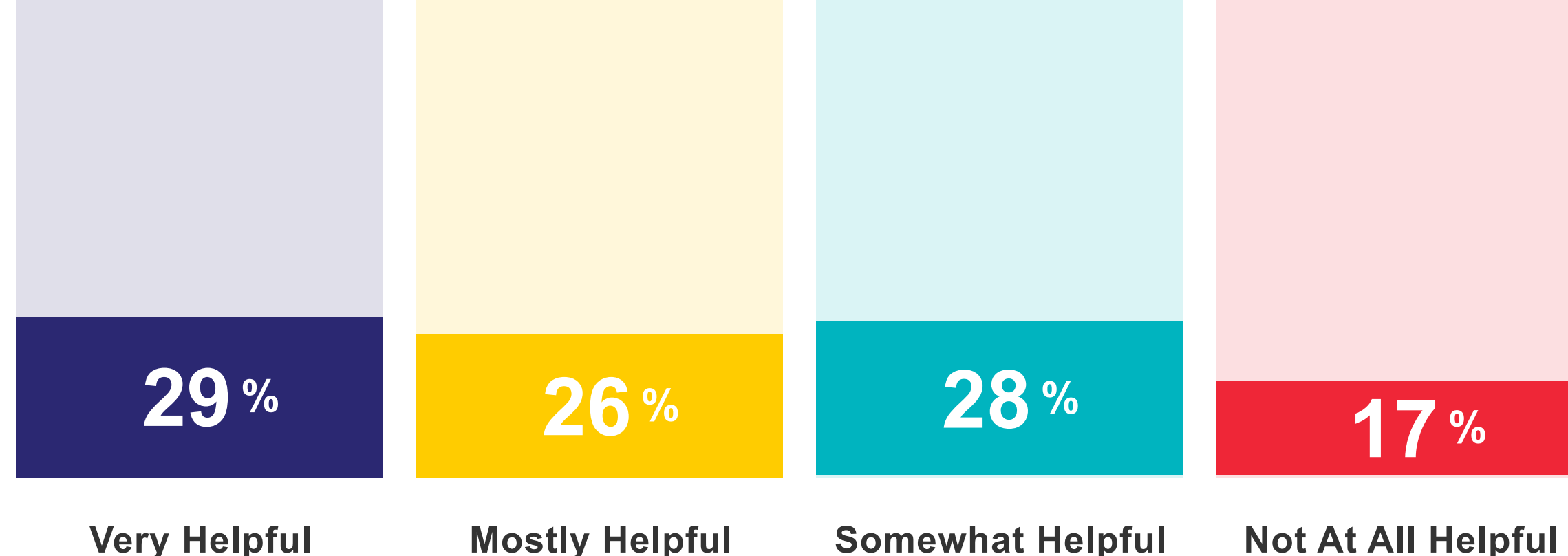
Self Service

Prior to contacting customer service, **70%** of consumers try to resolve issues on their own at least most of the time. Frequency that consumers try self-service before contacting customer service:

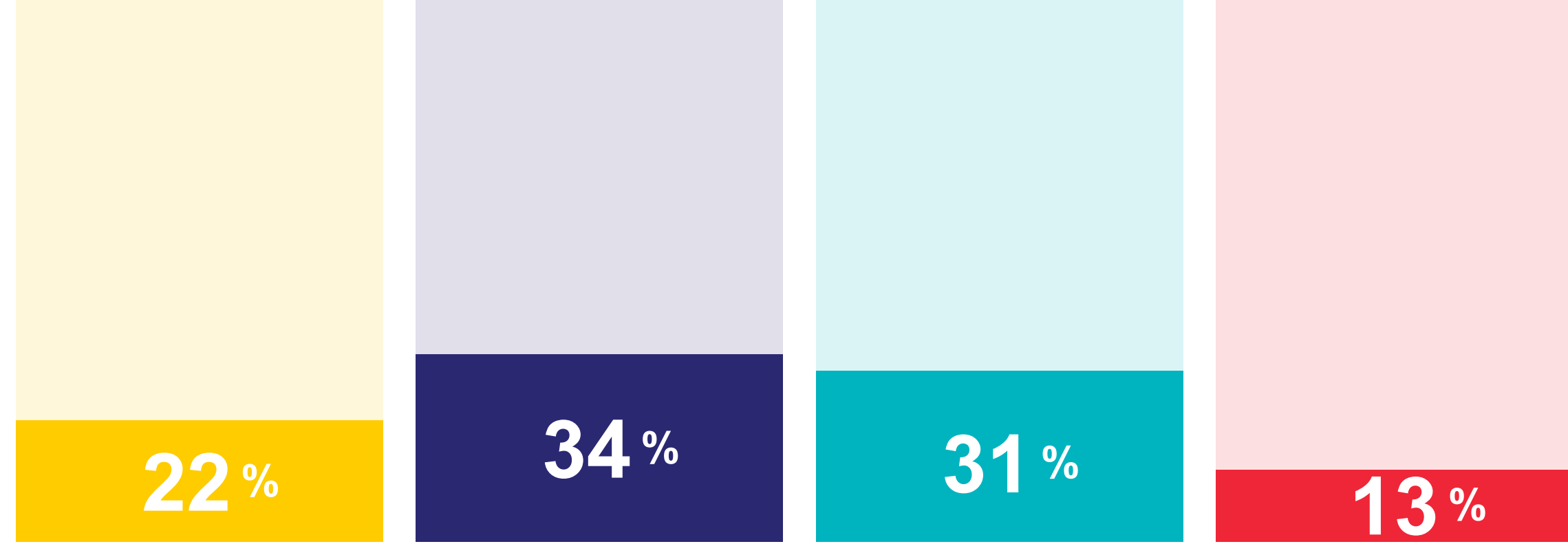


How Consumers Rate Retailer Websites For Resolving Issues:

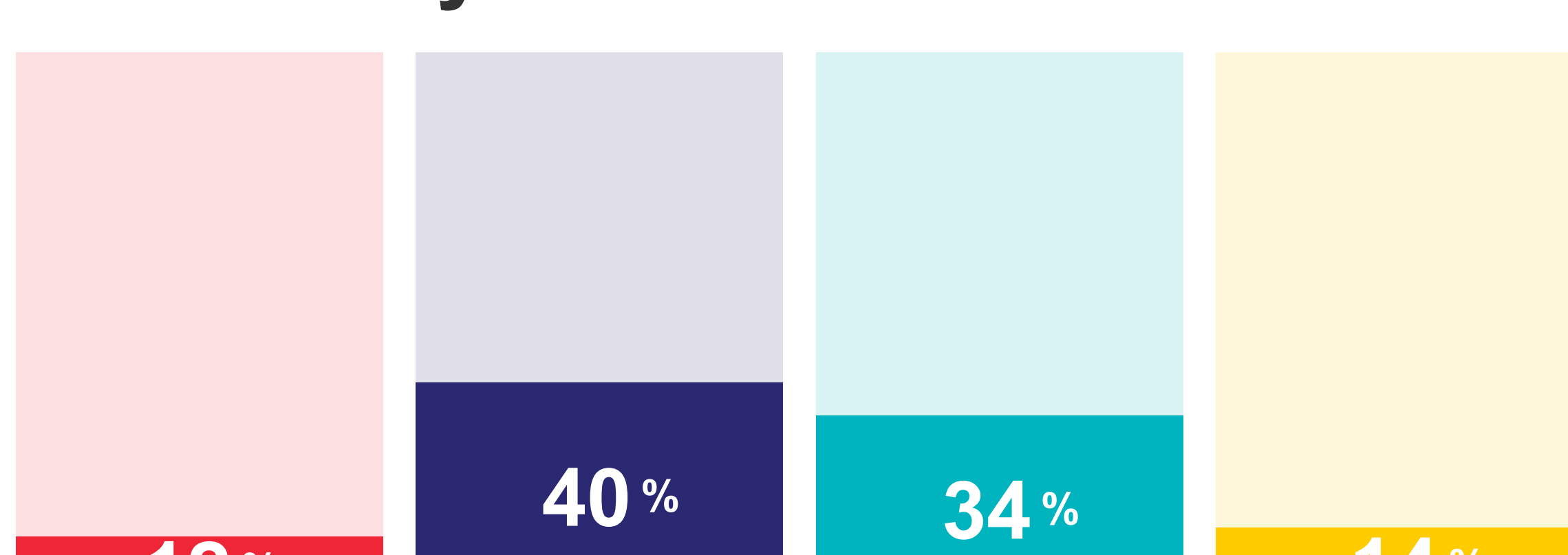
Retailer Websites



Retailer Mobile Apps



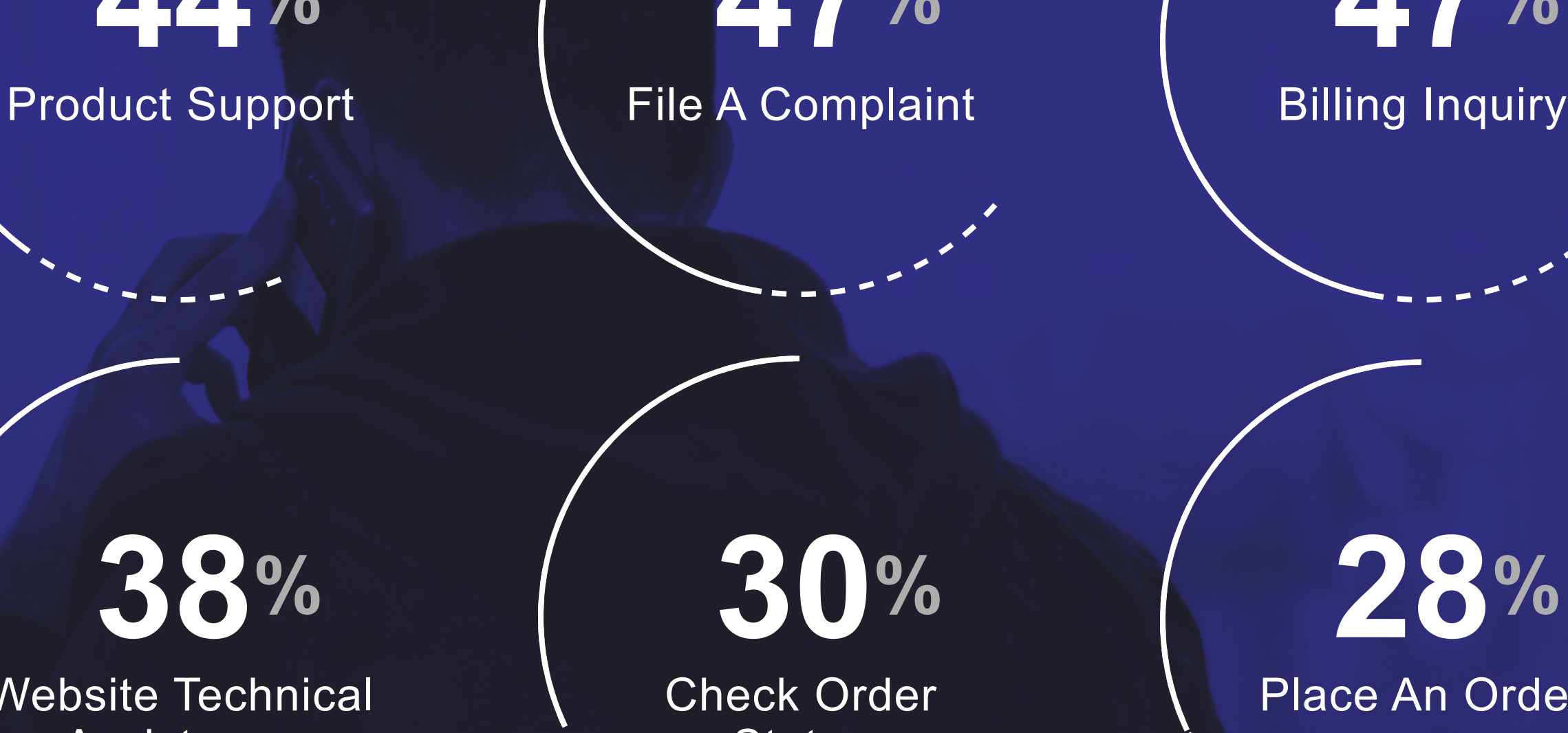
Third-Party Websites



Businesses who step up their self-service game by giving consumers the tools and information they need to resolve their own issues have an opportunity to gain market share.

Live Interactions

While many try self-service options, there are several reasons that consumers prefer to interact with live agents. When asked when they prefer a live agent over an automated system here's what we found (*note multiple selections allowed*).



Customer expectations will continue to rapidly change as technology develops and the general population grows more comfortable with it in daily life. Retailers must continue to actively develop, measure, and monitor the customer experience with the customer service delivery on the website and contact center experience for optimized customer satisfaction and loyalty.