

2020 BENCHMARK

OMNICHANNEL GLOBAL CUSTOMER EXPERIENCE



Real-world Customer Experience data & insights gathered from January to December 2019, from omnichannel sources:

- In-store
- Online
- Emails
- Social Media
- Text Messages
- Calls

+15,5 MILLION

TOTAL CUSTOMER EXPERIENCE DATA POINTS, FROM:

- Mystery Shopping
- Voice of Customer
- Crowdsourcing

ACROSS

134

COUNTRIES

FROM

10

KEY RETAIL SECTORS

INDUSTRIES REPRESENTED



AUTOMOTIVE

NPS
+50



NON PROFIT ORGANIZATION

NPS
+33



ELECTRONICS

NPS
+47



FASHION

NPS
+48



FINANCE / REAL ESTATE

NPS
+26



HOSPITALITY & DINING

NPS
+70



HOUSEHOLD & APPLIANCES

NPS
+58



PERSONAL CARE SERVICES / TRAVEL & LEISURE

NPS
+48



PHONE & ONLINE SERVICES

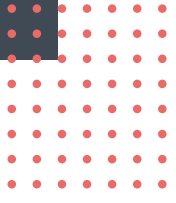
NPS
+47



WATCHES & JEWELRY

NPS
+66

YOUR CUSTOMERS EXPECT MORE FROM YOUR BRAND THAN EVER BEFORE. THEY EXPECT A PERFECT, CONSISTEN EXPERIENCE WITH YOUR BRAND — ACROSS EVERY OFFLINE, ONLINE, AND IN-PERSON TOUCHPOINT.



IN-STORE

HOW TO INCREASE NPS® +54 POINTS

THE DATA TELL A CLEAR STORY...
 You will increase your NPS® if you improve all 5 customer satisfaction drivers.
 If you achieve a 9-10 score on all drivers, you will increase your NPS® by +97 points.

35%

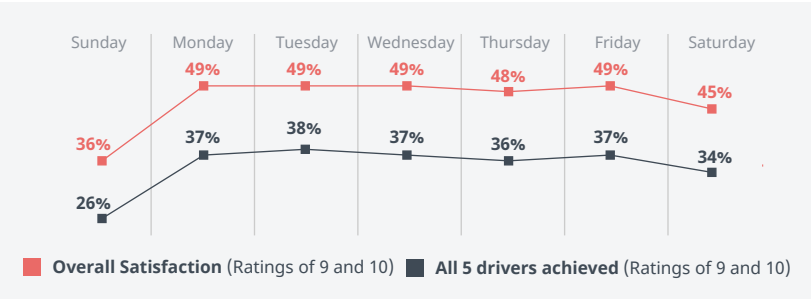
of customers gave a 9-10 score for all 5 drivers



Missing just one driver decreases your NPS® from +12 to +54 points



CUSTOMER SATISFACTION was lowest on weekends. If you focus on Saturday & Sunday, you could increase Overall Satisfaction by **↑7%**



ONLINE

HOW TO INCREASE NPS® +47 POINTS

ONLINE NPS® IS 7 POINTS LOWER THAN IN-STORE... suggesting retailers have not optimized their omnichannel customer experience.

4 DRIVERS INCREASE NPS® FROM +47 TO +69.



Navigation

23% experienced poor online navigation.
 19% experienced poor checkout processes.



Reviews

100% searched for reviews or ratings.
 21% could not find them.



Delivery

11% received their order later than their promised delivery time.



Product Visibility

17% experienced limited search & filter functionality.

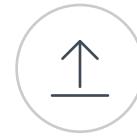


PHONE CALLS

HOW TO INCREASE NPS® +46 POINTS



1 OUT OF 4 CUSTOMERS were dissatisfied with their Client Operator, and would not wish to speak with them again.



If you convert your dissatisfied customers, you could **increase NPS® to +74**

Here's what we learned when we translated our customer comments into meaningful insights via Text Analytics:

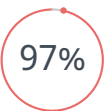
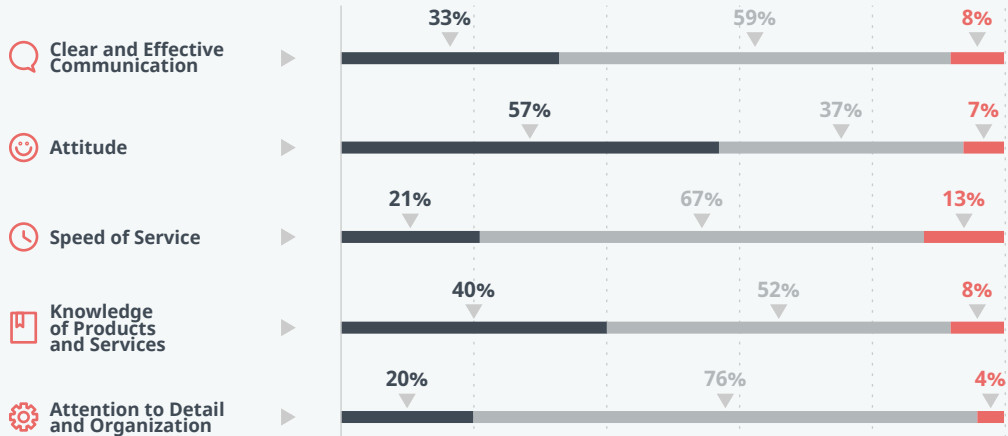
■ To determine customer sentiment, we categorized comments as positive, negative, or neutral.

■ To uncover actionable insights, we pulled out the key words that showed up again and again in comments.

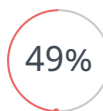
■ Positive Sentiments

■ Neutral Sentiments

■ Negative Sentiments



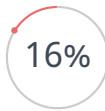
97% of service agents were polite, courteous and professional at all times



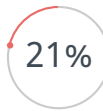
49% of calls were answered in 0 - 2 rings



100% of calls questions were addressed



16% of service agents were not genuinely interested in the customer's enquiry

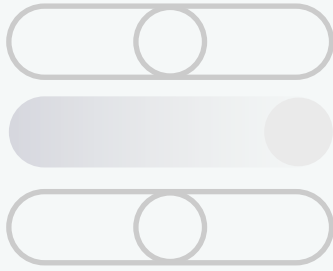


21% of service agents did not propose a relevant product to their customer

You can increase your NPS® from +56 to +67 by converting just half of your currently "Passive" customers from each channel into "Promoters".

YOU CAN INCREASE YOUR NPS® TO +80 AND CREATE MAXIMUM BRAND ADVOCACY IF YOU CONVERT ALL OF YOUR PASSIVE CUSTOMERS FROM EACH CHANNEL INTO PROMOTERS.





ISC-CX

Increase your Customer's Satisfaction. Turn your Customers into advocates. Create perfect Customer Experiences across every omnichannel touchpoint— and do it all through hands-free, truly-global, fully-managed programs. At ISC-CX we take your business goals and translate them into Customer Experience Improvement programs that drive the metrics that matter most to you. We will develop and execute your program. Our in-house analytics team will build actionable insights from your program data. And you will walk away with an easy-to-understand, holistic picture of where your customers are satisfied, where they aren't, and how to close the gap.

OUR MEASUREMENTS INCLUDE:

 MYSTERY SHOPPING

 VOICE-2025

 AUDITS

 SIMPLY TASKS

 EMPLOYEE SURVEYS

 FAST INSIGHT

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