CONVERGYS

CX Insights

13 Common Pain Points in Customer Journeys

A Checklist for CX Improvement

What are the most important issues that you should zero in on when examining your customer journeys? Knowing what to look for first can go a long way toward helping you get jump-started on implementing corrective action.

Based on our experience in conducting customer journey mapping for leading global enterprises, Convergys discovered the following list of the 13 most common pain points that customers encounter in journeys today.

Use this list to target the critical factors that influence customer experience and pinpoint where your weaknesses might be, so that you can prioritize next steps for uncovering and correcting the shortcomings in your customer journeys.

13 Painful Things
Customers Encounter When Interacting with Companies Today

1

BEING UNABLE TO FIND ANSWERS ON THEIR OWN

Customers desire problem resolution in the channel they choose. Frustration mounts when answers cannot be found in a self-service channel of choice.

2

CONFUSING SELF-SERVICE INSTRUCTIONS

Failure to effectively instruct on how to resolve an issue is a frequent pitfall in self-service channels. Use of language that is not recognized as layman's terms within websites, mobile apps, and IVRs contributes to confusion from the very beginning of an interaction.

3

### NO EASY ACCESS TO ASSISTED VOICE CHANNEL

Nobody wants to hunt for a phone number to reach an agent. It's common knowledge that most organizations encourage self-service use, but making it difficult to find the number when you really want to bail out to an agent implies force, which does nothing positive for the customer experience.

4

REPEATING INFORMATION WHEN TRANSFERRED

Customers get frustrated when they provide information and it isn't passed on. This can happen when transferring from the IVR to an agent, from the initial chat window to the chat agent, and between other channels. It can include authentication as well as other profile details, such as product information.
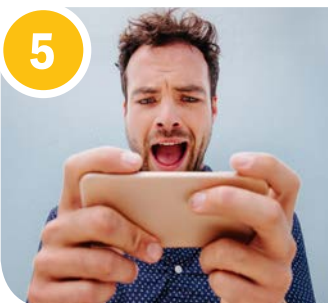
5

CHOPPY AND INCOMPLETE TEXT EXPERIENCES

Customers get irritated when their digital experience is choppy and scattered. This occurs in the SMS/text channel most frequently. Customers can get bombarded with multiple, incomplete messages; they expect text messages to be relevant and succinct.

6

INCONSISTENT EXPERIENCES ACROSS CHANNELS

Distrust builds when companies create inconsistent experiences across channels. Customers tend to default to agent assistance when they encounter unexpected information or lack of previous channel awareness when they move between communication channels.

7

IRRELEVANT Q&A

Customers don't appreciate questions that are irrelevant to resolving their current issue. For example, don't ask what type of product they have if a customer wants to update their address on file. It feels like noise to the customer. This can occur in self-service situations, as well as with agents.

8

WEAK ATTEMPTS AT PERSONALIZATION

Customizing elements of a conversation with an agent or within the dialog of a self-service channel is generally considered a customer experience best practice, but only when applied appropriately. Repeated use of the person's name or failed advertising where companies promote products that are irrelevant to the customer are examples where attempts to personalize are perceived in a negative light.

9

AGENTS THAT LACK KNOWLEDGE AND EXPERIENCE

Customers lose trust when they encounter agents that do not understand their products, services, or the importance of contributing to a positive experience. The expectation is that agents will be a reliable resource for guidance and resolution without having to expend exorbitant effort in explaining details or deciphering direction.

10

NOT BEING TAKEN SERIOUSLY

Customers get frustrated when companies don't "feel their pain." It's expected that the severity of their issue will be recognized and responded to with the appropriate attention. If they are at risk of leaving, they want the company to acknowledge the issue and commit to taking action in order to save the relationship.

11 MISSED COMMITMENTS

Customers expect you to follow through, and they get frustrated by missed commitments and broken promises. A promise to call back or a scheduled technician visit for a specific time slot must be honored.

12 UNFINISHED BUSINESS

Incomplete work or lack of testing to ensure that a technician implemented a solution, or ensuring that the results from a remote support event continue to work as advertised, are often cited as cause for dissatisfaction. Look for these unfortunate events as root causes for concern and attention.

13 NOT KNOWING WHAT'S COMING NEXT—AND WHEN

Customers get frustrated when companies do not establish expectations for next steps and future actions when working to resolve an issue. In many cases, leaving customers hanging with uncertainty detracts from what may well be an otherwise well-thought-out and executed customer engagement.

Make Sure You Solve All These Pain Points—And More!

Any of these pain points rearing their heads in your customer journeys need to be eliminated quickly. But, keep in mind that the pain points on this list are just the most common ones we've seen when conducting customer journey mapping for our clients.

We routinely uncover dozens of, and sometimes more than one hundred, unique points of failure that need to be addressed when leading clients through customer journey mapping. These problems can range from confusing menu items in the IVR, to dead links in mobile and web apps, to lacking or incomplete information in the self-service knowledgebase.

Turn this insight into results!

For help in discovering where the pain points are for your specific customer journeys—and detailed recommendations for how to solve them, contact Convergys today.

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