

Reduce customer friction

because what you don't know CAN hurt you



CIOs and senior business executives at a recent CIO 100 roundtable discussed how to reduce the friction experienced by their employees, customers and partners ...

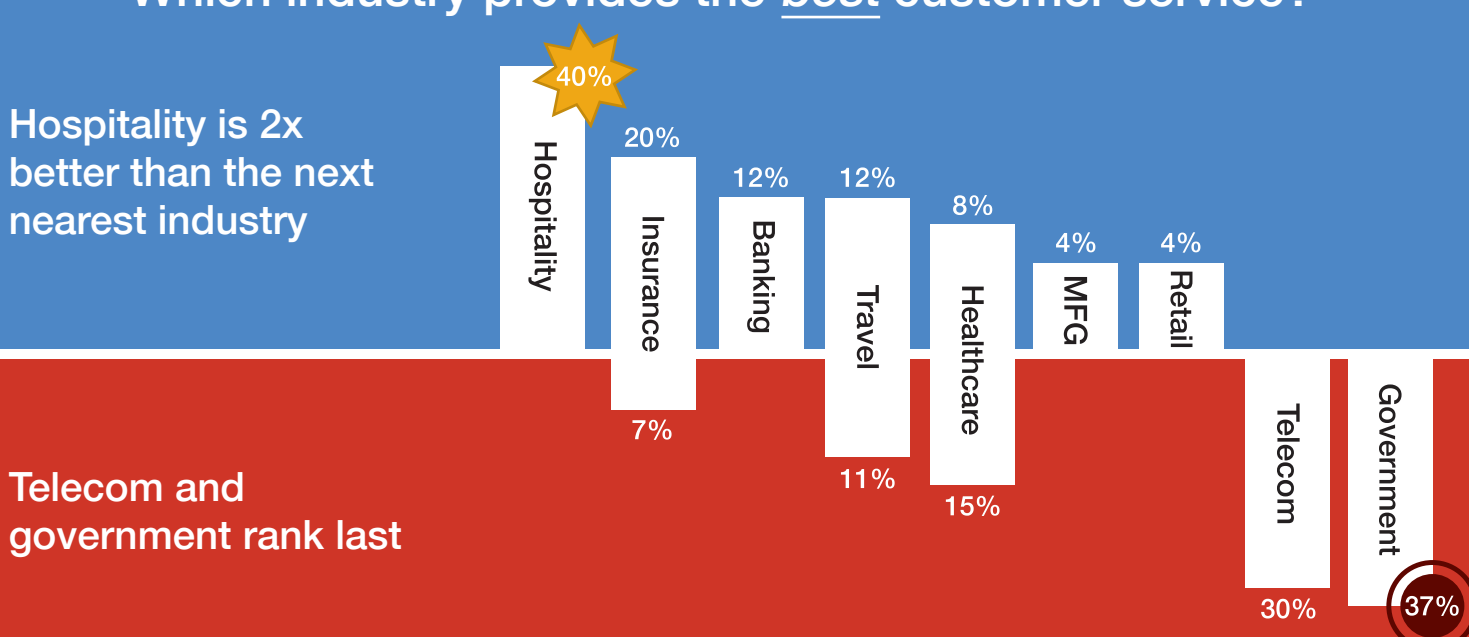
What is Customer Friction?

Any aspect of an interaction that has a negative impact on your customer, employee or partner's experience.

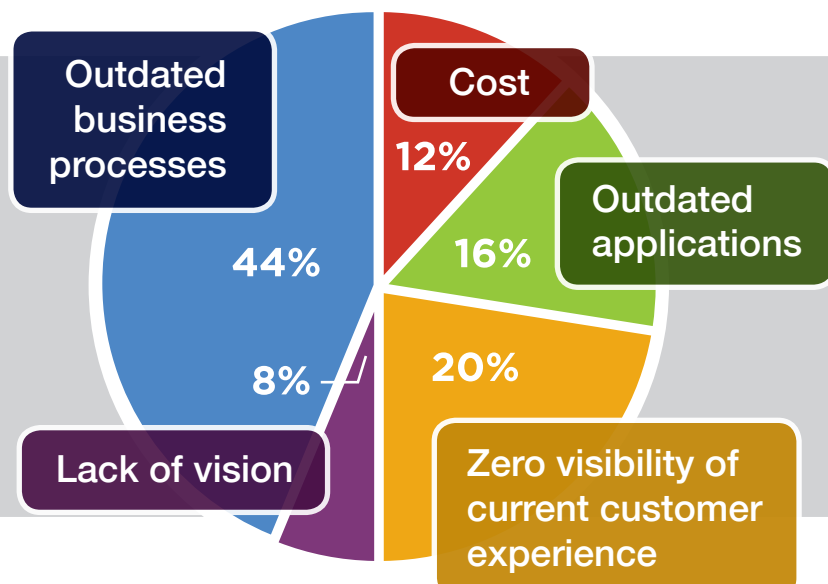
Here's what they discovered:



Which industry provides the best customer service?



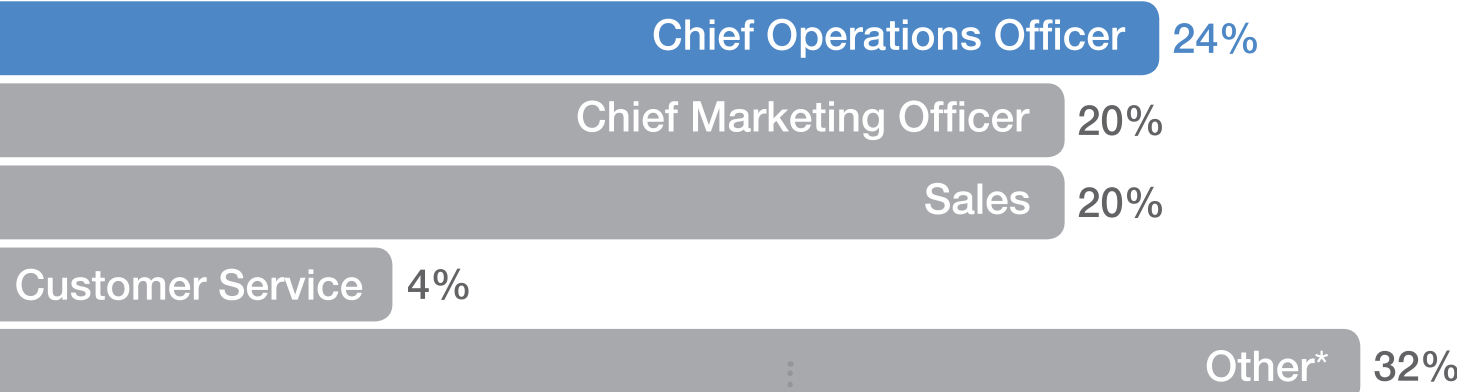
Which industry provides the worst customer service?



Where are the barriers in your organization to improving customer experience?

1. Outdated business processes
2. Zero visibility of current customer experience

Who owns customer experience in your company?



*When questioned, the respondents that said "Other" stated they thought that everyone had a role to play in owning the customer experience.

Best Personal Customer Experience:



Retailer to the rescue

One roundtable attendee had a large pre-lit Christmas tree that died three days before Christmas. The manufacturer said it would take four weeks to replace the tree, but the membership warehouse club (who had sold out of the tree already) proactively resolved the issue by replacing the needed plugs the next morning.

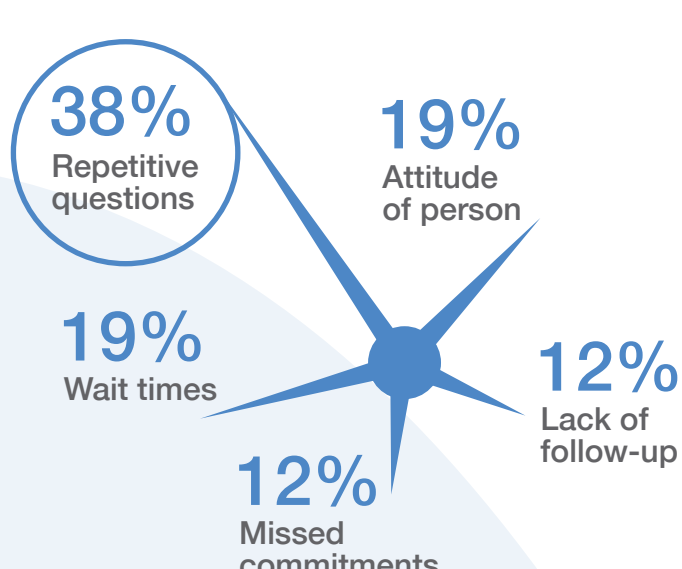
Worst Personal Customer Experience:



Drippy car dealer is all wet

Another roundtable attendee had purchased a brand new car with a leak in the roof. Instead of replacing the car immediately or fixing the leak, the attendee had to take the dealer to court to resolve the issue. After four years of litigation the dealership eventually settled the case and lost a customer for life.

What creates the most friction for you, personally?



Having to answer repetitive questions created the most friction for roundtable attendees in their personal lives. Long wait times and poor attitudes tied for second in generating a subpar customer experience.

Whose problem is it? *Product vs. Service*

Roundtable attendees unanimously agreed that **every problem** eventually becomes a **service problem**. If a product is defective, it immediately becomes a customer service problem to solve.

100% said **Services**

So, now what?

- 1 Measure the unmeasurable. Establish your baseline.
- 2 Prioritize your focus for near term impact, build a pragmatic plan to attack the root causes.
- 3 Involve your stakeholders. Reducing friction is everyone's opportunity.

Get started at nttdata.com/customerfrictionfactor.