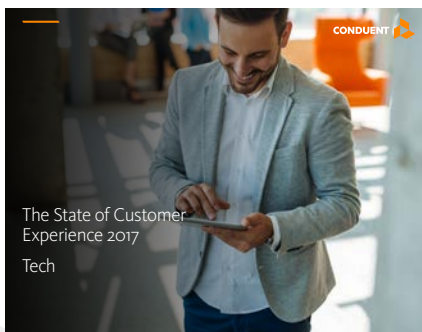


The State of Customer Experience 2017

Executive Summary

For complete insights from the Conduent Customer Experience Survey 2017, Tech Edition, [download](#) the full report today.



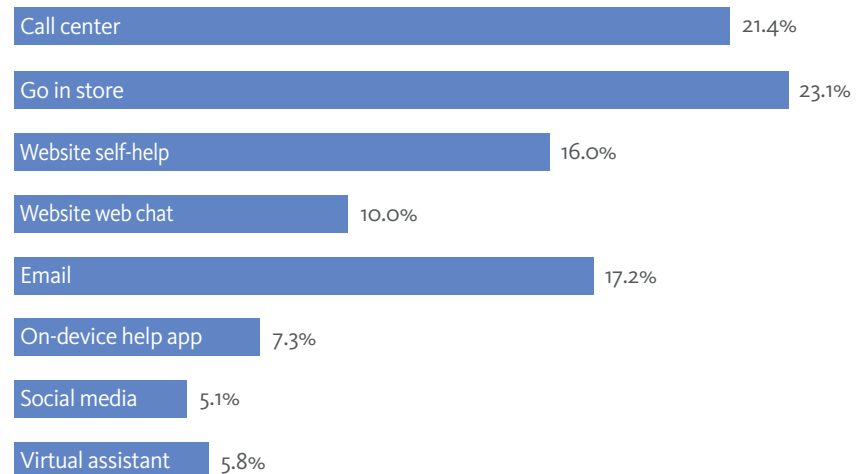
The digital divide between tech suppliers and their customers is growing: Tech brands continue to offer a disjointed, fragmented and siloed, omnichannel-esque customer support leaving 47% of consumers dissatisfied. Between 2015 and 2017, customer satisfaction has dropped 10%.

Digital channels (51%) are now the most popular routes for interaction between a customer and their tech supplier.

Digital channel usage (email, website, website webchat, social media) has increased 65% between 2015 and 2017, with on-device help, social media and virtual assistant the three channels experiencing the largest usage increase.

However, digital has the lowest satisfaction levels across all customer support channels, as tech brands fail to create a consistent experience across their omnichannel platform.

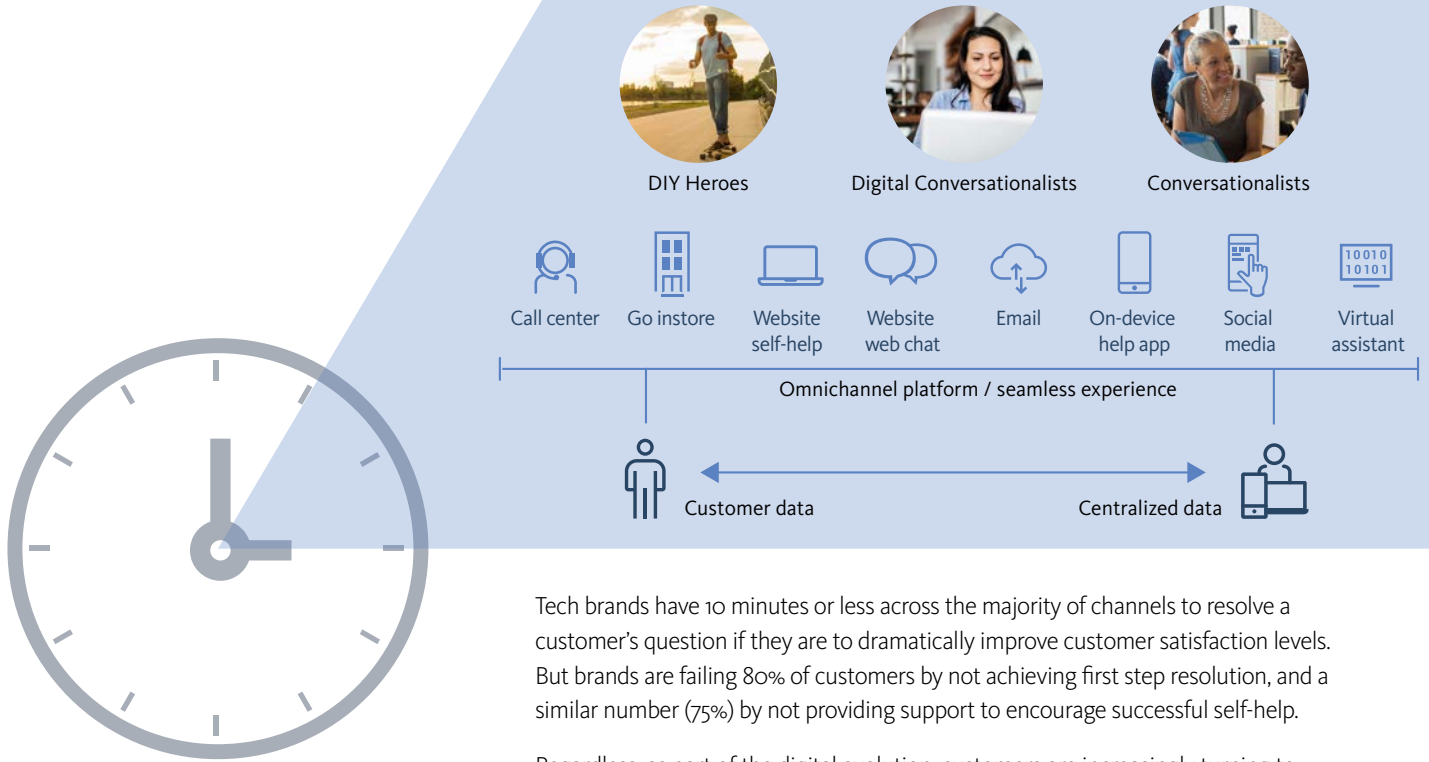
How satisfied are you with your supplier?



Brands now have to appeal to three types of customers:

- **Do-It-Yourself Heroes** (24% of respondents) are digitally immersed and will look to self-help (website self-help, on-device help app, and virtual assistant), to avoid person-to-person interaction.
- **Digital Conversationalists** (27% of respondents) like to engage with people digitally (email, website web chat, social media), and have an inclination to self-solve.
- **Conversationalists** (49% of respondents) seek human interaction through face-to-face or phone communication.

10 minute deadline



Tech brands have 10 minutes or less across the majority of channels to resolve a customer's question if they are to dramatically improve customer satisfaction levels. But brands are failing 80% of customers by not achieving first step resolution, and a similar number (75%) by not providing support to encourage successful self-help.

Regardless, as part of the digital evolution, customers are increasingly turning to self-help. More than half of respondents (54%) have used self-help, but there is a split between those that use self-help effectively (DIY Heroes), and those that are ineffective (Digital Conversationalists).

Presently, 76% of customers are providing personal data to their technology supplier, but a lowly 41% of customers feel these brands know them, which is a decline of 8 percentage points since 2015.

By sharing their data, customers are looking for a value exchange from their tech supplier based on a cost saving (59%) and time savings (41.7%).

Brands unable to utilise customer data for the benefit of the customer, either through aftercare support or value, will risk alienating that customer and damaging the brand-customer relationship.