TECH COMPANIES

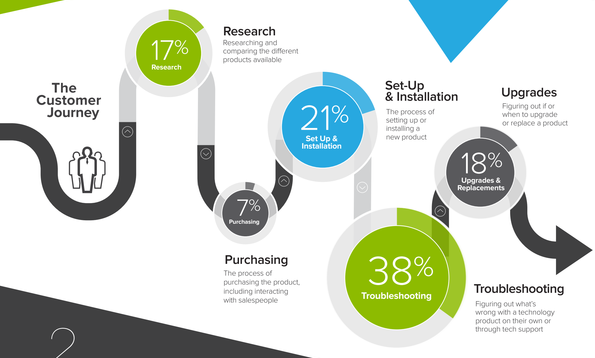
SUPPORT.COM

ARE YOU GETTING AN "A" FOR CUSTOMER EFFORT?

1 THE EFFORT ALONG THE CUSTOMER JOURNEY

Setup and troubleshooting of technical product issues is the most challenging part of the customer experience

Nearly 60% of consumers say set up/installation (21%) and troubleshooting with tech support (38%) requires the **MOST** effort



2 ASSISTED VS UNASSISTED SUPPORT CHANNELS

Customers are frustrated by the lack of efficiency in getting the best support person or resource to help them troubleshoot tech issues

CUSTOMER EFFORT for Assisted Support:

Which channels require the most effort for consumers troubleshooting tech support **with** the help of a live agent?

- **52%** say being on hold via phone or chat and waiting for a response
- **45%** say repeating information at every step
- **37%** say losing contact on chat
- **26%** say being sent to another representative to fix their issue

VS

CUSTOMER EFFORT for Unassisted Support:

Which channels require the most effort for consumers troubleshooting tech support **without** the help of a live agent?

- **41%** of men and **16%** of women say using a step-by-step guide
- **35%** say watching online support videos
- **38%** say searching the web **50%** of millennials agree
- **26%** say finding relevant information on a brand's support page

3 WHEN ENOUGH IS ENOUGH

Consumer tolerance for a complicated customer experience is low regardless of product price point

89% will return a technology product **within a week** if it is too difficult to set up **– regardless of the price**

52% are willing to put some amount of effort into troubleshooting by **utilizing tech support**

4 THE BOTTOM LINE FOR BRANDS

64% will stop purchasing from a brand altogether if they find it too difficult to interact with a certain technology product

Customer effort has a direct business impact on brand loyalty and revenue growth

74% will recommend a brand or product to others if interactions with that technology brand are easy

The easier it is for consumers to interact with a brand, the more likely they are to become loyal to that brand

FIND OUT HOW TO REDUCE CUSTOMER EFFORT WITH SUPPORT.COM CLOUD >> www.support.com/cloud

SCHEDULE A DEMO >> http://pages.support.com/cloud-demo.html

Support.com surveyed more than 2,200 consumers in April 2016 to gather insights on all aspects of the customer journey – from research to purchase and installation to upgrade – to understand how customer effort impacts the overall brand experience. This survey was completed online and was completely anonymous.

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