



Sponsored by **eGain**<sup>®</sup>

# Top Pain Points in Customer Service

Industry and Generational Data

Source: Forrester survey of 5000 consumers

*Sponsored by eGain*



Sponsored by **eGain**<sup>®</sup>

ALL INDUSTRIES

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

34%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

41%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

31%

CAN'T FIND ANSWER ON WEBSITE

17%

OTHER FACTORS



Sponsored by **eGain**<sup>®</sup>

ALL INDUSTRIES

Note: Percentage figures refer to the percentage of respondents citing an issue as a top pain point

- **Consistency of answers:** Worst: Government (56%), Best: Online retail (33%)
- **Agents not knowing the answer:** Worst: Offline retail and technology (47%), Best: Property, casualty and life insurance (25%)
- **Findability of answers on website:** Worst: Online retail (40%), Best: Technology (27%)
- **Younger consumers less forgiving of agents that are not knowledgeable**
  - 40% for Gen Y did not find agents to be knowledgeable vs. only 23% for seniors
  - Only 9% of Gen Y consumers found non-knowledge issues as the main roadblock to service vs. 35% of seniors

FORRESTER®

Sponsored by **eGain®**

# Industry data





Sponsored by **eGain**

**BANKING**

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

29%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

37.7%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

36.1%

CAN'T FIND ANSWER ON WEBSITE

18.7%

OTHER FACTORS



Sponsored by **eGain**<sup>®</sup>

## CELL PHONE SERVICE PROVIDERS

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

34.9%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

45.5%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

29.8%

CAN'T FIND ANSWER ON WEBSITE

13.3%

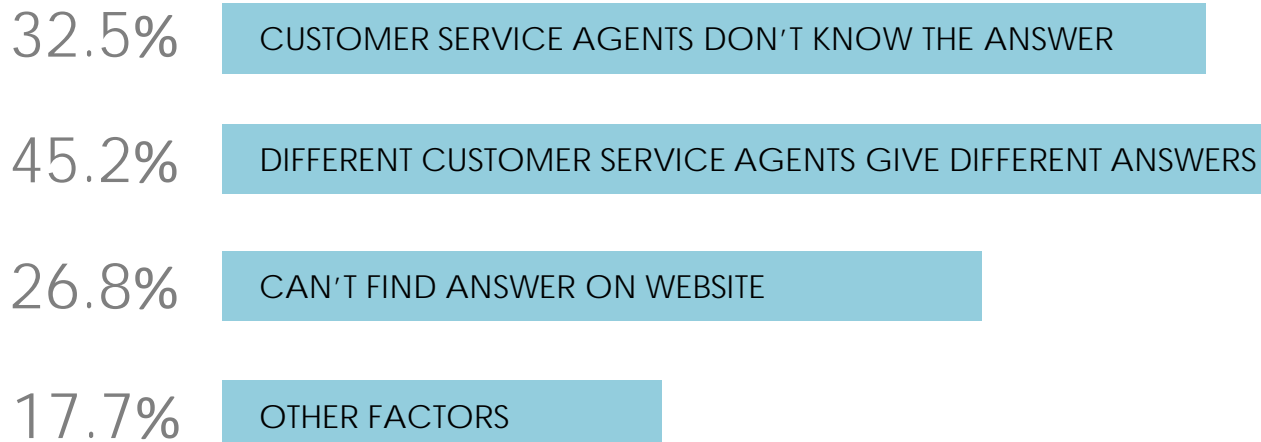
OTHER FACTORS



Sponsored by **eGain**<sup>®</sup>

CABLE, INTERNET, OR TELEPHONE SERVICE PROVIDERS

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)





Sponsored by **eGain**<sup>®</sup>

GOVERNMENT

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

35.6%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

56.2%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

26.9%

CAN'T FIND ANSWER ON WEBSITE

17.9%

OTHER FACTORS

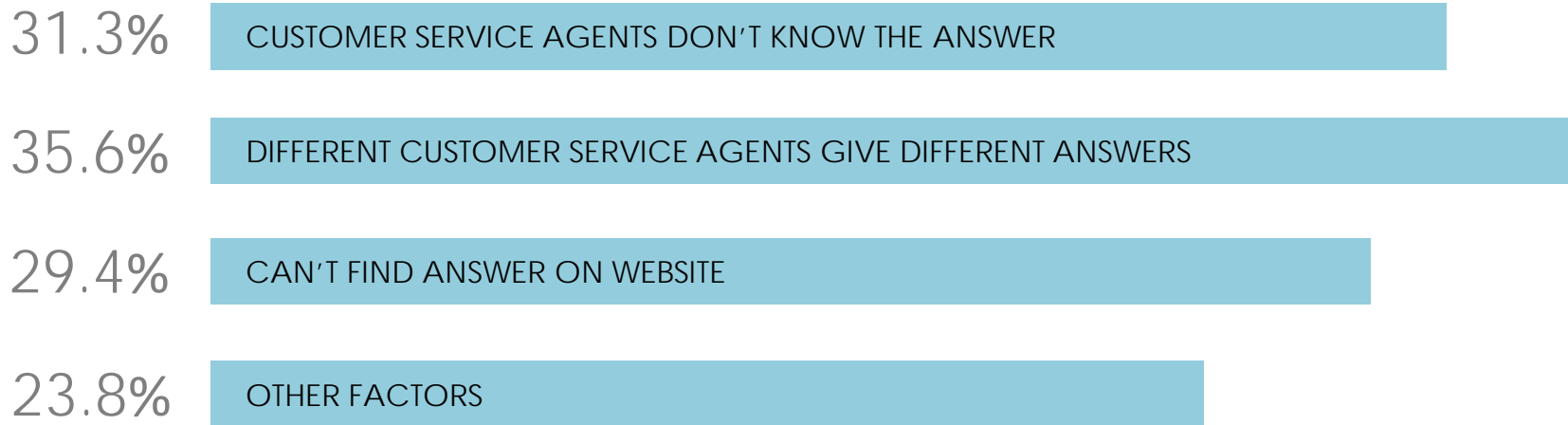




Sponsored by **eGain**

HEALTHCARE PROVIDERS

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

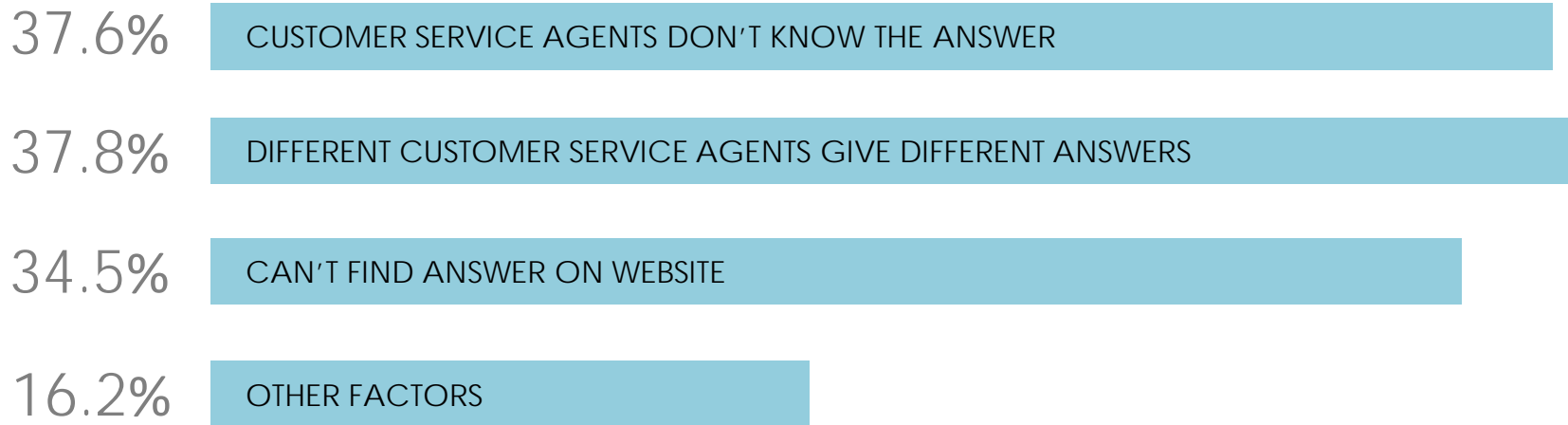




Sponsored by **eGain**<sup>®</sup>

INSURANCE (HEALTHCARE)

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)





Sponsored by **eGain**<sup>®</sup>

INSURANCE (PROPERTY, CASUALTY, AND LIFE)

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

25.4%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

41.3%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

33.2%

CAN'T FIND ANSWER ON WEBSITE

20.8%

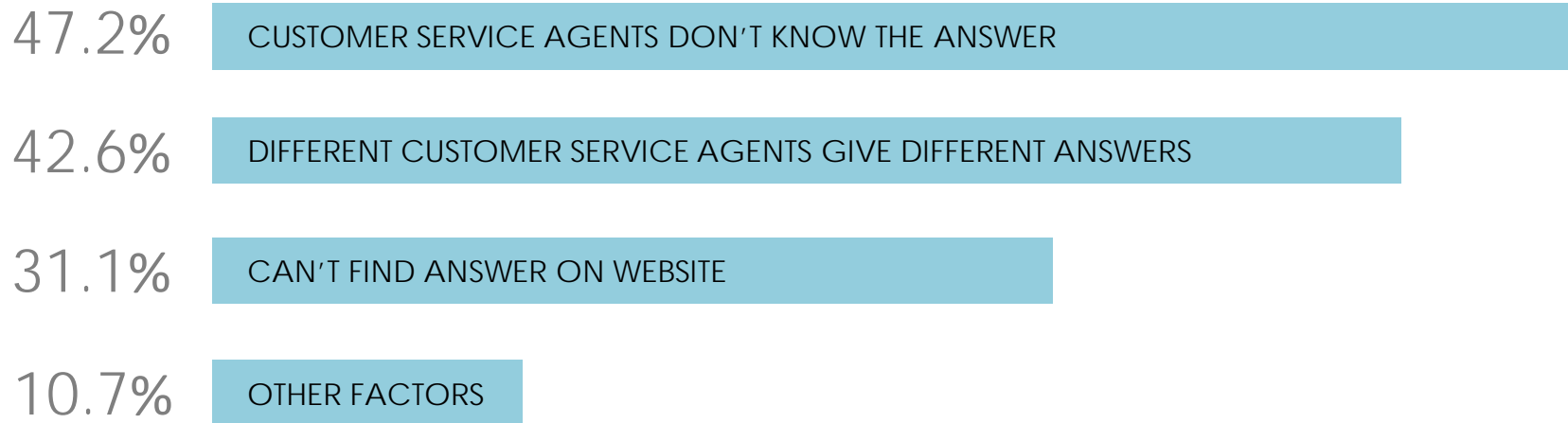
OTHER FACTORS



Sponsored by **eGain**<sup>®</sup>

RETAIL (CLICK-AND-MORTAR)

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

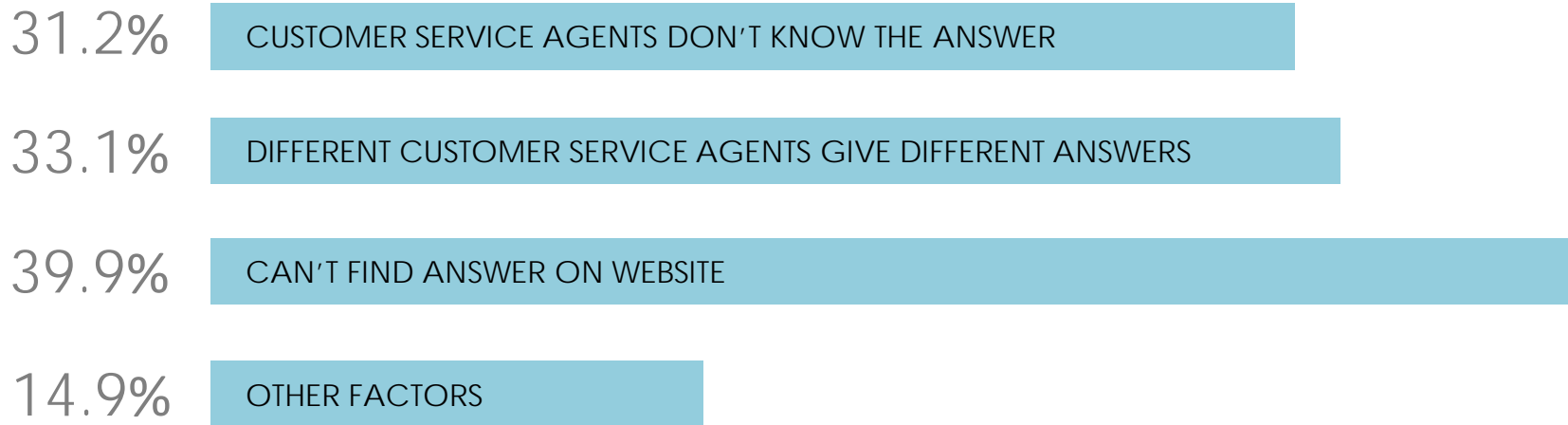




Sponsored by **eGain**<sup>®</sup>

RETAIL (ONLINE)

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)





Sponsored by **eGain**<sup>®</sup>

TECHNOLOGY

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

46.6%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

47%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

26.7%

CAN'T FIND ANSWER ON WEBSITE

10%

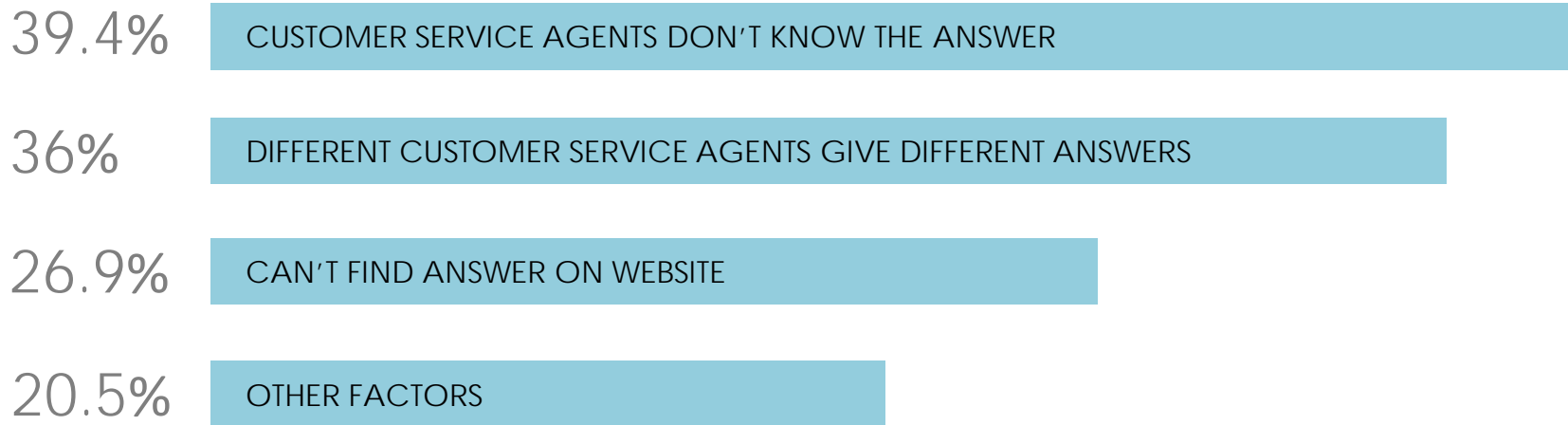
OTHER FACTORS



Sponsored by **eGain**<sup>®</sup>

UTILITIES

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)



FORRESTER®

Sponsored by **eGain®**

# Generational data







Sponsored by **eGain**<sup>®</sup>

GEN Y (18-34)

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

40%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

48%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

31%

CAN'T FIND ANSWER ON WEBSITE

9%

OTHER FACTORS



Sponsored by **eGain**<sup>®</sup>

GEN X (35-48)

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

39%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

43%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

32%

CAN'T FIND ANSWER ON WEBSITE

11%

OTHER FACTORS



Sponsored by **eGain**<sup>®</sup>

YOUNGER BOOMERS (49-58)

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

26%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

37%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

35%

CAN'T FIND ANSWER ON WEBSITE

21%

OTHER FACTORS



Sponsored by **eGain**<sup>®</sup>

OLDER BOOMERS (59-67)

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

24%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

33%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

28%

CAN'T FIND ANSWER ON WEBSITE

32%

OTHER FACTORS



Sponsored by **eGain**<sup>®</sup>

SENIORS (68+)

What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

23%

CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

27%

DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

28%

CAN'T FIND ANSWER ON WEBSITE

35%

OTHER FACTORS



# Prescription for Pain Relief eGain Knowledge

- ✓ Relieves customer (*and* agent) pain
- ✓ Rated #1 by analysts in capabilities and value
- ✓ Trusted by blue-chip companies
- ✓ Try risk-free before you buy (visit [www.egain.com/try-buy/](http://www.egain.com/try-buy/))

*easy* with eGain 