

THE OBSTACLES THAT AFFECT OPERATIONAL CUSTOMER EXPERIENCE

TOP 4 ISSUES

impacting Operational Customer Experience

40% Poorly integrated systems





38% Poor load handling

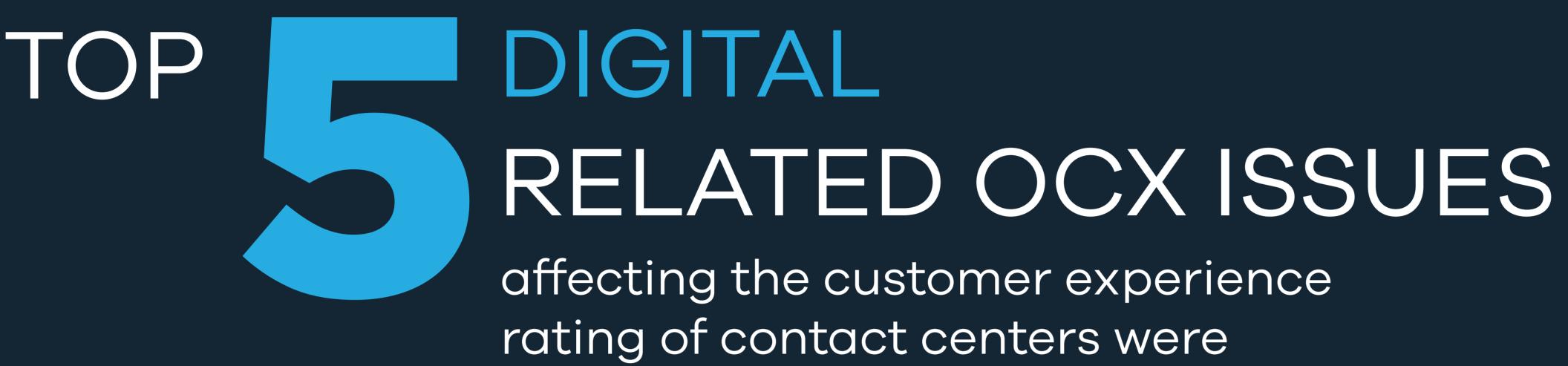
38% Cost of upgrade/lack of funding





37% Business functions/ departments operating in silos

The



Repeating information multiple times

Inadequate information

74%

System outage/failure

69%

Information inconsistency

65%

Not supporting all channels of communication

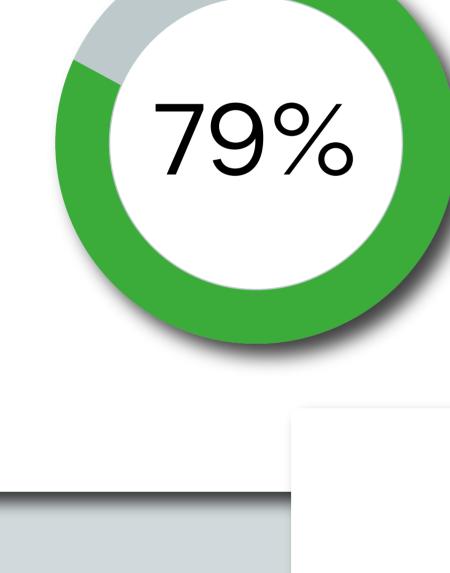
56%

The VOICE-RELATED OCX ISSUES affecting the customer experience rating of contact centers were



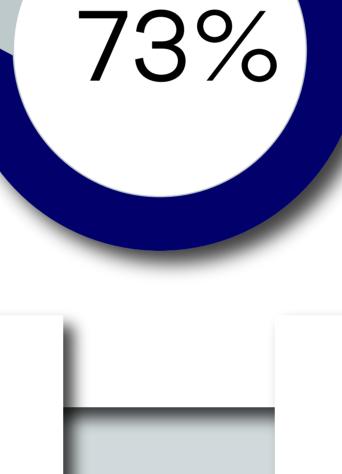
hold times

Long



Multiple

call transfers



IVR routing 61%

confusing

Poor first call resolution

57%

voice quality

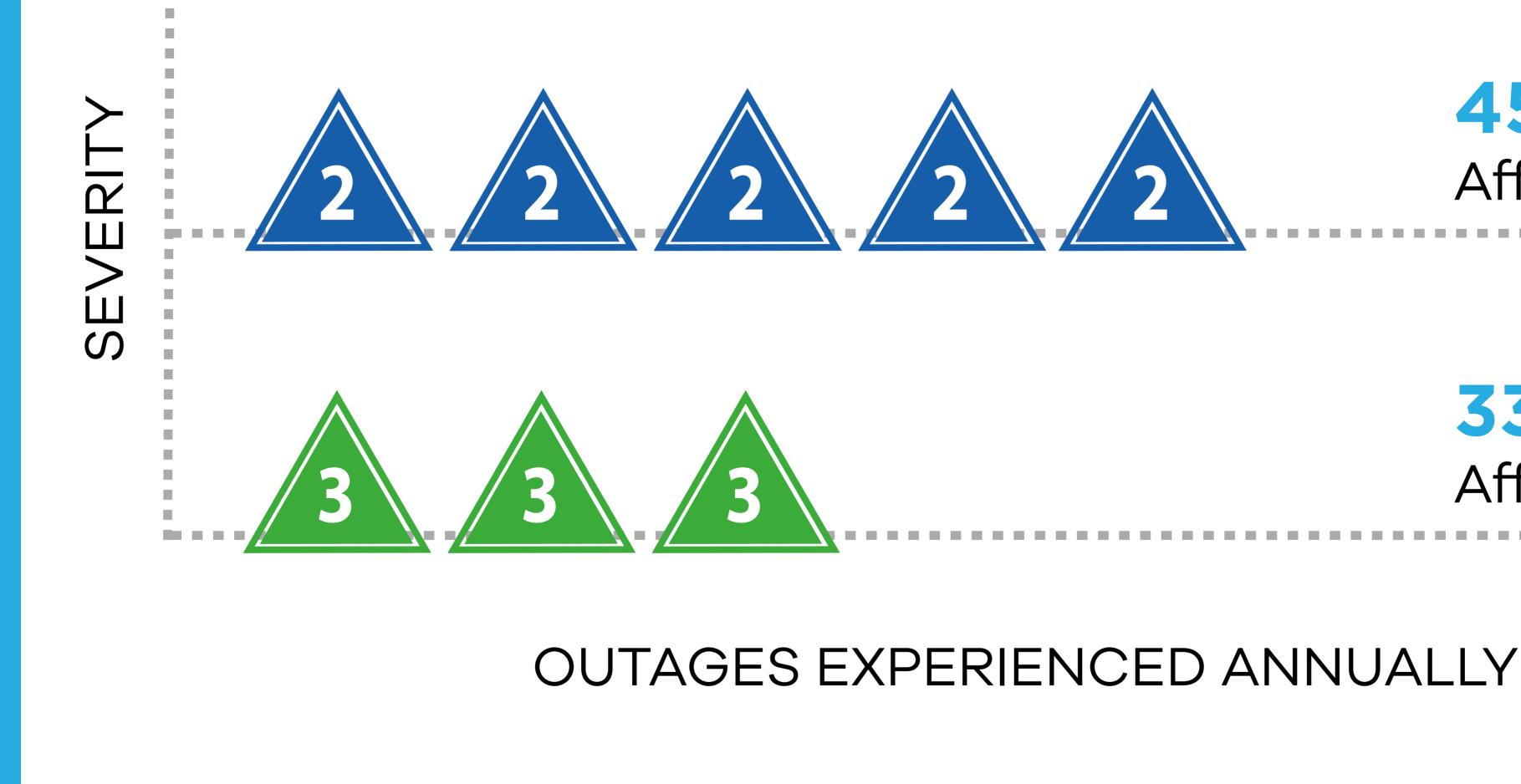
Poor call/

46%

and the severity ranking over 1 year

Technology-related incidents reported by

CONTACT CENTERS



40% Affected by 3/year

33% Affected by 3/year

Affected by 5/year

COMPANIES PROFICIENT IN

TYPICALLYSEE

40% 70% **SPEED** Faster time-to-market

90% **EFFICIENCY** Faster time per test

2 - 3X QUALITY Test coverage

This global survey of professionals responsible for delivering customer experience in their organization was conducted to identify trends, perceptions, and attitudes towards operational customer experience issues and their effects on the business. Contact Cyara for the full report.

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