Top Pain Points in Customer Service

Industry and Generational Data
Source: Forrester survey of 5000 consumers
Sponsored by eGain
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Pain Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
<td>Customer Service Agents Don’t Know The Answer</td>
</tr>
<tr>
<td>41%</td>
<td>Different Customer Service Agents Give Different Answers</td>
</tr>
<tr>
<td>31%</td>
<td>Can’t Find Answer On Website</td>
</tr>
<tr>
<td>17%</td>
<td>Other Factors</td>
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</table>
**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
Industry data
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
What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

- CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER 34.9%
- DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS 45.5%
- CAN'T FIND ANSWER ON WEBSITE 29.8%
- OTHER FACTORS 13.3%
What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

32.5%  CUSTOMER SERVICE AGENTS DON’T KNOW THE ANSWER

45.2%  DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

26.8%  CAN’T FIND ANSWER ON WEBSITE

17.7%  OTHER FACTORS
What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

- CUSTOMER SERVICE AGENTS DON’T KNOW THE ANSWER (35.6%)
- DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS (56.2%)
- CAN’T FIND ANSWER ON WEBSITE (26.9%)
- OTHER FACTORS (17.9%)
What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

- 31.3% Customer Service Agents Don’t Know the Answer
- 35.6% Different Customer Service Agents Give Different Answers
- 29.4% Can’t Find Answer on Website
- 23.8% Other Factors
What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

- Customer Service Agents don’t know the answer: 37.6%
- Different Customer Service Agents give different answers: 37.8%
- Can’t find answer on website: 34.5%
- Other factors: 16.2%
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
**What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)**

<table>
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<tr>
<td>47.2%</td>
<td>Customer Service Agents Don’t Know the Answer</td>
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<tr>
<td>42.6%</td>
<td>Different Customer Service Agents Give Different Answers</td>
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<td>31.1%</td>
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<tr>
<td>10.7%</td>
<td>Other Factors</td>
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What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

31.2%  CUSTOMER SERVICE AGENTS DON’T KNOW THE ANSWER

33.1%  DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

39.9%  CAN’T FIND ANSWER ON WEBSITE

14.9%  OTHER FACTORS
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
What was the biggest pain point when you contacted a company for customer service? (Select up to 2 answers)

- 39.4% Customer Service Agents Don’t Know the Answer
- 36% Different Customer Service Agents Give Different Answers
- 26.9% Can’t Find Answer on Website
- 20.5% Other Factors
Generational data
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
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
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
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
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
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