

### 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

# RELATED OCX ISSUES affecting the customer experience rating of contact centers were

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



IVR routing

61%

hold times 79%

Long

57%

resolution

Poor first call

73%

Multiple

call transfers

Poor call/

voice quality

46%

and the severity ranking over 1 year

40%

Affected by 3/year

Technology-related incidents reported by

CONTACT CENTERS

**OUTAGES EXPERIENCED ANNUALLY** 

Affected by 5/year 33%

Affected by 3/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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