

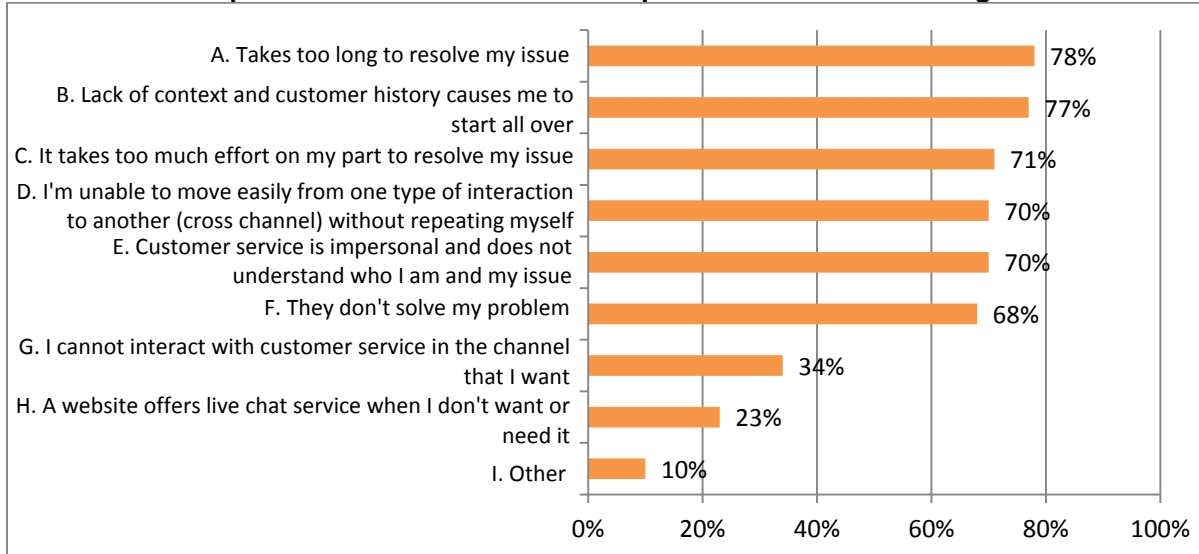
Customer Service Experience Survey 2013

[24]7 sponsored the Customer Service Experience Survey and asked consumers about their top sources of frustration with customer service. The findings in this report are for smartphone owners who were 83% of the respondents.

Key findings:

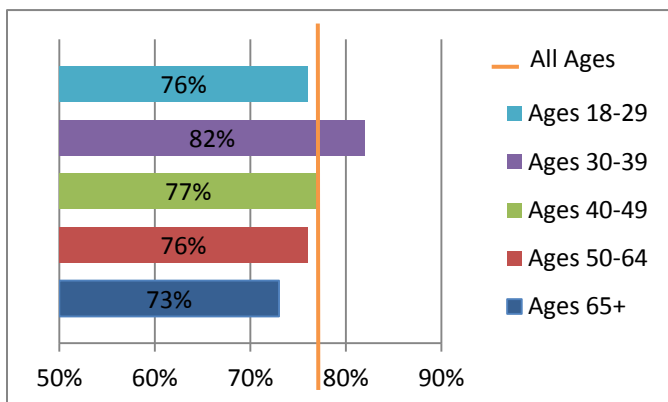
- The lack of context is a top source of frustration (Frustrations B, D, E)
- The speed of resolution is a top source of frustration (Frustration A)
- The amount of effort is a top source of frustration (Frustration C)

Top sources of frustration of smartphone owners across all ages



Read below for more details about the specific age breakdown of these top frustrations for smartphone owners.

Source of Frustration: Lack of context and customer history causes me to start all over

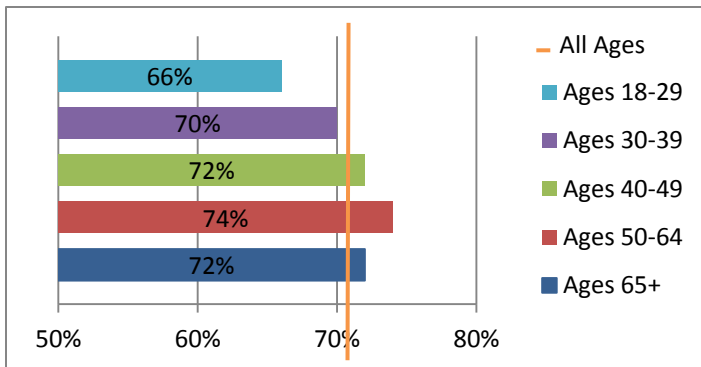


Across all age groups, 77% of smartphone users listed the lack of context and customer history as a primary frustration.

Ages 30-39 had the highest percentage at 82%. This age group tends to have the highest penetration of devices and are likely crossing channels and devices.

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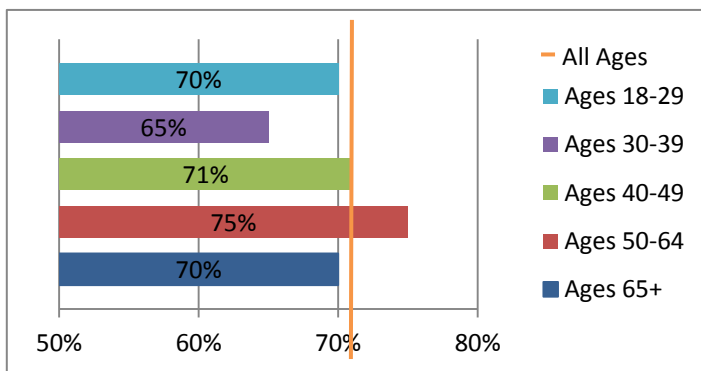
Source of Frustration: I am unable to move easily from one type of interaction to another (cross channel) without repeating myself



Across all age groups, 71% of smartphone users selected the difficulty to move between channels and have context maintained as a main frustration.

Ages 30 and above are more sensitive to the lack of context when trying to move between channels.

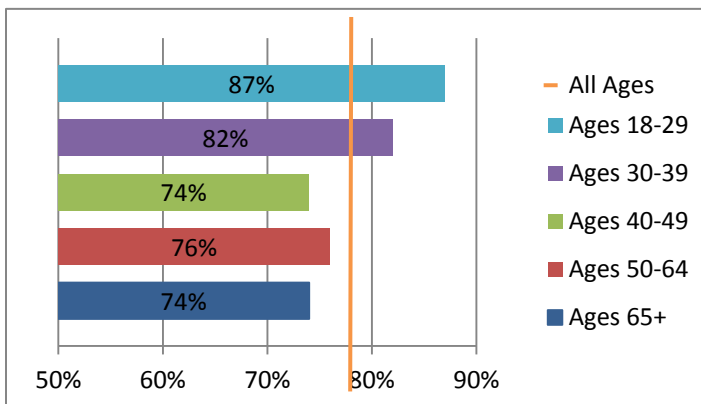
Source of Frustration: Customer service is impersonal and does not understand who I am and my issue



Across all age groups, 71% of smartphone users say one of their main frustrations is customer service is impersonal and unaware of the customer's issue.

While all ages find that lack of context in customer service is an issue, ages 50-64 were more sensitive to customer service knowing the context of their issue.

Source of Frustration: It takes too long to resolve my issue



Across all age groups, 78% of smartphone users find the length of time to resolve an issue to be a main frustration.

There is a need for speed for ages 18-29 with the highest percentage at 87%.

Data for this survey were collected by Harris Interactive Service Bureau ("HISB") on behalf of [24]7. HISB was responsible for the data collected and [24]7 was responsible for the data analysis. This survey included 800 respondents.