

Customer Service Experience Survey: Wireless Carrier Customers

[24]7 sponsored the Customer Service Experience Survey and asked consumers about their customer service journeys with their wireless carriers.

Wireless Carriers Frustrate Customers with Lack of Customer History

74% said their prior conversations and customer history were forgotten



75% said that customer service is impersonal and did not understand them or their issue

74% said that it takes too much effort to resolve their issues



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Respondents were asked about the channels that they use (website via PC, call via smartphone, call via landline, mobile app or website, tablet, live web chat or IM, email, SMS, social media, in person) in their customer service journeys with their wireless carriers.

Number of Channels Used

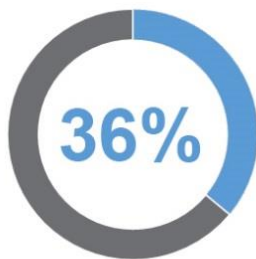


Respondents use at least two channels to complete their journey

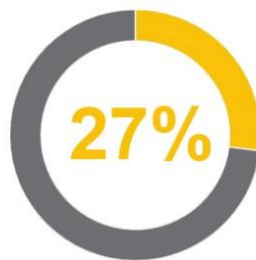


Respondents use at least three channels to complete their journey

Top First Channels of Interaction



Customers access the carrier's website with a desktop PC as their first channel of interaction



Customers call via smartphone as their first channel of interaction



Customers call on a landline as their first channel of interaction

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.