

# Disjointed and Disgruntled

How broken communications workflow impacts customer satisfaction and the bottom line

## Customers

### EXPECTATIONS

- 95%** Friendly and knowledgeable agents
- 94%** Not have to repeat information across channels
- 72%** Reach agents via channel of choice

## Customer-facing employees

### CHALLENGES

- 75%** Can't serve customers when coworker collaboration is hard
- 74%** Toggle daily between apps to resolve customer issues
- 67%** Lack historical customer interaction data

## THE REALITY

**4.1X** Customers dropped brands last year after a bad customer service experience

**41%** stopped after...  
 ...having to repeat themselves  
 ...getting passed from rep to rep

**34%** dropped brands after waiting 10+ minutes

**77%** put customers through excessive service times

**75%** get unhappy when communications technologies hinder productivity

**50%** take this frustration home and are more likely to be rude to family and friends

**ENGAGED EMPLOYEES + ENGAGED CUSTOMERS = BUSINESS PROFITABILITY**

## 1 ENGAGE YOUR EMPLOYEES

**3 in 4** employees agree companies prioritize the employee experience with perks — not with communications technologies

**3 in 4** employees agree digital transformations prioritize the customer experience — not the employee experience

Perks vs. Communications technology  
**PRIORITIZE TECHNOLOGY**

Customer experience vs. Employee experience  
**PRIORITIZE EMPLOYEES, TOO**

## 2 ...TO IMPROVE WORKFLOW AND CUSTOMER ENGAGEMENT

**9 in 10** employees agree disjointed communications technologies affect workflow and job satisfaction

**9 in 10** employees say this impacts customer satisfaction and the bottom line

**IMPROVE WORKFLOW**

**IMPROVE BOTTOM LINE**

## 3 ...AND INCREASE THE BOTTOM LINE

**9 in 10** employees believe a seamless communications platform that lets them interact with coworkers and customers improves...



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CITE Research, on behalf of RingCentral, conducted an online survey among 2,000 customer-facing knowledge workers and customer support employees in the US, UK, and Australia.