

Putting Knowledge at the Heart of Customer Experience

The impact of knowledge management on the bottom line

Consumers have rising expectations

Compared to 5 years ago:



65% want answers to more detailed questions

88% want greater transparency from brands

Companies are not delivering



of consumers say agents don't have the right information to answer their question

70%

say they receive inconsistent answers between channels

Knowledge = Loyalty



94% say a high quality response makes them more loyal

91% say not answering a question makes them less loval

84% will move to a rival if a website doesn't provide the answer to their question

Speed and easy access to information

are crucial



91%

become frustrated if they don't find answers online quickly

90%

want to find information without leaving the page they are on

What happens if they don't get an answer on a specific channel?



23% ask again on the same channel



→ 30% switch channel



22% switch to a rival



14% continue with a lower opinion of the brand



16% complain to the

company



6% complain on social media

% Generally happy with answers received

by channel



















What do you do next if a company doesn't

answer your question?

	Self- Service	Phone	Email	Social	Chat
Ask again on the same channel	21%	25%	29%	18%	23%
Switch channel	36%	24%	29%	30%	30%
Switch to a rival	21%	25%	20%	21%	22%
Continue with lower opinion of brand	15%	14%	15%	13%	14%
Complain to company	17%	18%	17%	15%	15%
Complain on social media/to friends	5%	5%	5%	9%	4%

How long will consumers

search or wait for answers?













Expect their call to be answered within 5 minutes



Telephone

20%

33%



