

Executive Summary: Customer Service Disconnects

American consumers believe that companies are failing to meet their service needs while in the midst of economic hardships.

Conducted by:
WAKEFIELD RESEARCH



jacada



Customer Service Disconnects Survey Executive Summary

Overview

Jacada, a solutions company that helps companies improve customer retention and satisfaction through the call center, has commissioned a survey of American consumers to determine their attitudes toward and perceptions of today's customer service and the impact of the down economy on customer service and consumers' changing expectations.

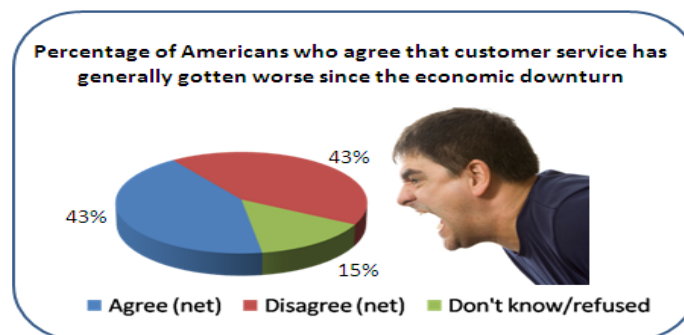
The national phone survey of 1,000 American consumers, which was conducted in April 2009 by Wakefield, showed that the down economy has highlighted weaknesses in customer service and that serious concerns are on the rise while service and satisfaction have dropped.

Key Findings

Consumers Less Willing to Put Up with Poor Service, Companies Failing to Meet Demands

Survey results show that even as consumer expectations of customer service rise during a down economy, companies are failing to meet their expectations.

- Most Americans (69%) say they are less willing to put up with poor customer service than they were a year ago
- 43% of Americans feel that customer service has gotten worse since the economic downturn
- More than half of consumers (53%) say that they have left a company due to a bad experience with customer service
- 43% of consumers have postponed dealing with a problem or issue because they didn't feel like dealing with customer service





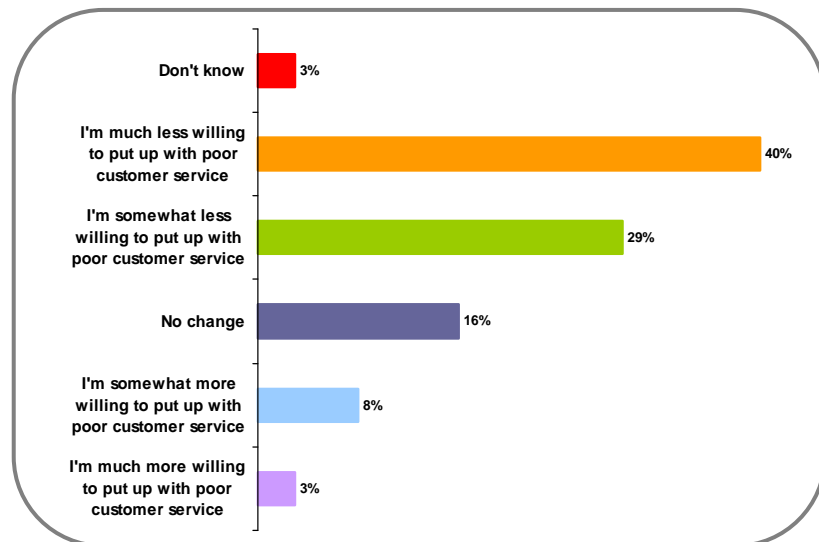
Companies Are Not Investing in the Right Solutions

While many companies have invested in Web self-support solutions with more and more attention being paid to online service options, survey findings show that the vast majority of consumers prefer telephone customer service. Results show that experiences with customer service Web sites often lead to frustration and annoyance.

Consumers frustrated by Web self-service options

- More than three in five Americans (62%) report feeling frustrated when having to resolve an urgent or serious issue using a company's customer service website
 - More than half (54%) say they get annoyed
 - Nearly one-third of Americans (32%) feel it's an efficient way to get answers
 - 71% say they would have preferred to talk directly to a live person
- The vast majority (79%) of those who have used a company's self-help Web site to resolve a problem use at least one negative term — "annoyed," "frustrated," or "confused," for example — to describe the experience

Question: *Compared to 12 months ago, are you more or less willing to put up with poor customer service?*





Consumers want to talk to a live person

- For urgent or serious issues, nearly nine in ten consumers (89%) prefer to work with a customer service representative over the phone rather than using company Web site self-help functions
- Two in five Americans (40%) give up “some” or “all of the time” when using an online customer service center because it wasn’t resolving their problem/ answering their question
 - By contrast, far fewer Americans (29%) have done the same when dealing with a live customer service representative
- Banking is the industry in which consumers most prefer to have access to a live person (76%) followed by the telecommunications industry (73%)

Urgent Issues Are on the Rise

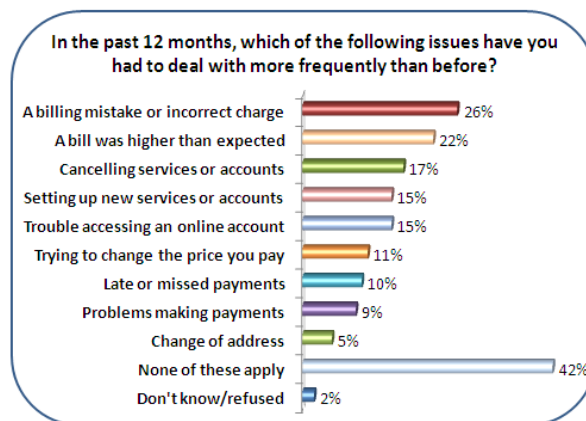
Survey findings show that there has been an increase in issues that require Americans to contact customer service.

- Compared to a year ago, nearly one-quarter of Americans (24%) have seen an increase in the number of urgent or serious issues that require them to contact customer service
- More than half (51%) have at least one urgent or serious customer service issue per month

The number one reason Americans contact customer service is for a billing mistake.

In the past 12 months, consumers have had to deal with these top urgent issues more frequently than before:

- Roughly a quarter (26%) cited a billing mistake or incorrect charge
- Nearly as many (22%) said that a bill was higher than expected
- Nearly one in five (17%) said cancelling services or accounts





Survey Methodology

The Jacada "Customer Service Disconnect" survey was conducted among 1,000 nationally representative Americans ages 18 and older by Wakefield Research between April 16 and April 22, 2009, via telephone using Random Digit Dialing. Quotas were set to ensure reliable and accurate representation of the total U.S. population over ages 18 and older. Results of any sample are subject to sampling variation.

Wakefield is a research consultancy specializing in research for corporate and political clients throughout North America, Europe and Asia. Wakefield's staff serves as trusted advisors to heads of industry, prominent elected officials and celebrities, and have informed the marketing and positioning of some of the most prominent brands in the marketplace.

About Jacada

Jacada is a leading global provider of unified service desktop and process optimization solutions that simplify and automate customer service processes. By bridging disconnected systems into a single, intelligent workspace, Jacada solutions create greater operational efficiency and increase agent and customer satisfaction. Founded in 1990, Jacada operates globally with offices in Atlanta, Georgia; Herzliya, Israel; London, England; and Munich, Germany.

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