TechSee
Intelligent Visual Assistance

DATA SHEET

How Visual Assistance Improves Customer Effort Score

WHAT IS CES?

Customer Effort Score (CES) is customer experience metric devised by Gartner that measures how much effort a customer must exert during an interaction with a company. The higher the score, the better.

It is most often measured by asking a customer a single question: rate how much effort was required to get a specific issue or request resolved.

To calculate CES, organizations divide the sum of all individual customer effort scores by the number of customers who responded.

Customer Effort Score (CES) Question

To what extent do you agree or disagree with the following statement:
The company made it easy for me to handle my issue.

- ☐ **1.** Strongly disagree
- ☐ **2.** Disagree
- ☐ **3.** Somewhat disagree
- ☐ **4.** Neither agree nor disagree
- ☐ **5.** Somewhat agree
- ☐ **6.** Agree
- ☐ **7.** Strongly agree

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Gartner

WHY IS REDUCING CUSTOMER EFFORT IMPORTANT?

According to Gartner, organizations should strive to deliver low-effort experiences because effort is the driver with the strongest tie to customer loyalty.

Research has shown that 96% of customers who experience a high-effort interaction become more disloyal, while just 9% are more likely to defect to a competitor following a low-effort experience.

High-effort interactions include the need to repeat information, interact for a second time, experience 'generic' service, a lack of self-service, or the need to exert additional mental effort to get an issue resolved. By tracking CES, businesses can make the necessary improvements to enhance the customer experience.

BENEFITS OF BOOSTING CES

POSITIVE WORD-OF-MOUTH

Low effort means a higher likelihood of a customer referral, with the Harvard Business Review reporting that 81% of customers who experienced a high-effort interaction say they would speak negatively about the company to others. Meanwhile, Gartner research shows that top-performing low-effort companies tend to have an NPS that is 65 points higher than top-performing high-effort businesses, further linking CES with customer loyalty.

HIGHER REPURCHASE RATES

Low effort is a strong predictor of future purchasing behavior. According to the HBR study, 94% of customers reporting low effort said they would repurchase, and 88% said they would even increase their spending. Gartner reports identical findings, highlighting that 94% of customers with low-effort interactions intend to repurchase compared with 4% of those experiencing high effort.

LOWER OVERALL SUPPORT COSTS

When repeat calls decline and escalations become unnecessary, the cost to serve is greatly reduced. In fact, Gartner reports that a low-effort interaction costs 37% less than a high-effort interaction.

BETTER EMPLOYEE RETENTION

With the high costs of employee turnover — as much as 2.5 times an employee's salary, depending on the role — it makes sense to take steps to reduce attrition. When agents are empowered to deliver better, lower-effort customer experience, they feel better about their jobs, and their intent to remain increases by up to 17%.

CES VS OTHER CUSTOMER EXPERIENCE METRICS

While deploying a CES survey question is quick and easy, the metric may only provide a short-term view of the customer's feelings following a specific interaction. For example, the customer may feel generally positive toward a company but may have had a negative experience with this particular interaction.

Best practice is to use CES along with the classic customer experience metrics: customer satisfaction (CSAT) and Net Promoter Score (NPS). CSAT is a wider metric that takes the temperature of a customer's sentiment toward your company at a given point in time.

NPS, on the other hand, is seen as an indicator of long-term loyalty based on the overall relationship with the company. These three customer experience metrics complement each other and can be used together to give an organization the clearest picture of where they stand with their customers.

HOW VISUAL ASSISTANCE CAN IMPROVE CES

Of course, reducing wait times, providing self-service tools and making support available across a wide variety of channels will go a long way toward reducing customer effort.

But what about the interaction itself? When customers are forced to describe a particular problem at length or follow a list of verbal instructions, they often feel frustrated or stressed. Finding ways to help customers collaborate with contact center agents or virtual assistants to resolve their issues ensures positive interactions, as well as faster, more effective solutions – experiences that boost loyalty.

WHAT IS VISUAL ASSISTANCE?

Visual Assistance technology allows an agent to see a customer's issue via their smart phone camera or by sharing their smart phone screen.

This enables the agent to easily diagnose the problem and visually guide the customer toward a solution. By adding a layer of Augmented Reality to those images, they show – rather than tell – the customer exactly what they need to do, right there on their smart phone screen.

The technology is currently evolving, enabling virtual assistants to offer customers the option of full self-service. Powered by Computer Vision AI, these systems can now recognize devices, identify issues, suggest resolutions and provide step-by-step visual guidance to the customer, lowering the level of required effort.

The technology works across a wide range of use cases, from the unboxing, setting up and troubleshooting of devices to onboarding and billing issues.

HOW IT WORKS

CONNECT
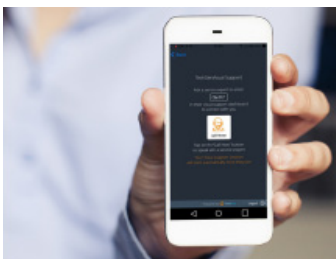
Simple visual connection between customer and remote expert

SEE

Expert visualizes and grasps customer's issue immediately

GUIDE

Expert uses AR tools to show customer how to address the issue

RESOLVE

Expert visually confirms that the issue is resolved

HOW DOES VISUAL ASSISTANCE IMPROVE CES?

Visual Assistance allows companies to eliminate the long lists of questions and answers that agents traditionally used to get to the root of a problem. By having eyes on the customer's environment – and their issue – the agent can instantly see the nature of the problem, enabling them to understand it faster. In many cases, that means lower customer effort and higher overall satisfaction.

INCREASE SERVICE SPEED

Every customer wants to sort out their issue as quickly as possible, at the first time of asking. With Visual Assistance, the agent no longer tells the customer what to do. Instead, using Augmented Reality, the customer is shown precisely what actions are required, allowing them to complete the process in a fraction of the time. First Call Resolution (FCR) rises dramatically, while Mean Time to Resolution (MTTR) falls rapidly, reducing the need for customers to exert additional effort in getting their issue resolved.
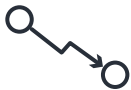
REDUCE ESCALATIONS

We all hate being transferred to another department – it increases the effort we have to put into the interaction, especially when we have to to repeat ourselves. Visual Assistance enables live agents to become multiskilled 'virtual technicians,' making escalation a thing of the past in all but the most complex cases.

ELIMINATE UNNECESSARY TECH DISPATCHES

Having to wait at home "between 10 and 2" for an expert to show up probably represents the highest level of effort for any customer. Providing a simple resolution that enables the customer to resolve his own issue immediately will have a significant impact on CES.

POWER PERSONALIZATION

Providing support on the customer's chosen device enables companies to meet the growing demand for personalization. In fact, according to Accenture, 51% of U.S. consumers are loyal to brands that interact with them through their preferred communication channels, saving them time and effort in the process.

OVERCOME BARRIERS

Bridging the visual gap allows enterprises to overcome obstacles to communication, especially in markets where large numbers of newcomers struggle with the native language and must expend significant effort to be understood. It also enables the provision of effective assistance to elderly and hearing-impaired customers for whom verbal assistance is problematic.

PROMOTE SELF-SERVICE

More customers than ever now demand the ease and convenience of self-service, preferring to interact with smart assistants rather than human agents. Offering automated Visual Assistance for a range of common issues leads to reduced wait times and the satisfaction of being able to solve issues when it suits them. It also reduces pressure on contact center agents, who in turn are more motivated to deal effectively with more complex issues.

VISUAL ASSISTANCE: THE RESULTS

After three years on the frontlines of the Visual Assistance revolution, TechSee has been able to analyze data from leading global groups in the telecoms, consumer electronics, insurance, utilities, retail and medical technology sectors.

When Visual Assistance is deployed, customer effort is reduced across the board.

For a personal demo tailored to your specific needs, click here.