

[ZOOMIN]

DATA REPORT

Helping Customers Help Themselves

Why intuitive self-service
is driving stellar CX



THE PROBLEM



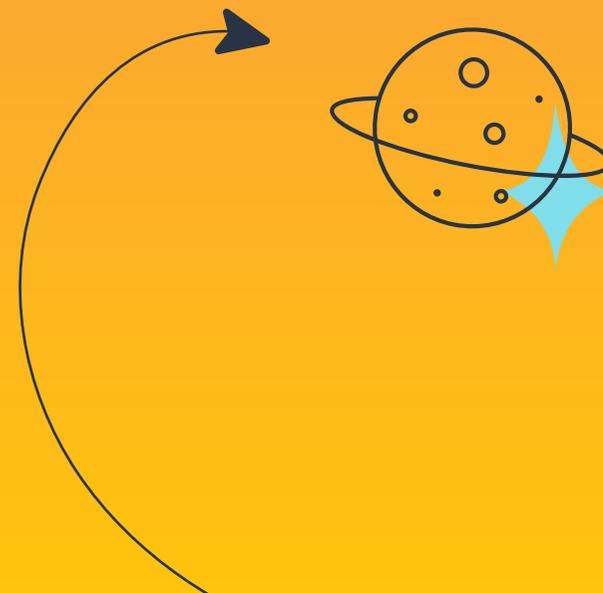
As the amount of time we spend in the digital world continues to increase, every company needs to act like a software company in order to best serve its customers. But, despite the online migration of businesses, their digital customer experience offerings frequently do not match their offline ones. As a result, software users are frequently plagued by clunky, unintuitive CX.

We are on a mission to better understand where customers run into CX problems, how those problems can be solved, and how those problems impact today's enterprises. To do so, Zoomin polled over 850 software users about their feelings on how enterprises need to improve their CX.



Gal Oron

CEO and Co-Founder, Zoomin



Key Takeaways



CX is not just for B2C

Zoomin's survey revealed the heavy emphasis that all customers place on the customer experience. In many cases, CX is more important to customers than the features of the product that they are actually purchasing.

Over
2/3

have stopped using software due to unclear instructions

Nearly
90%

stated that CX helps define their image of a brand

Over
90%

of respondents indicated that a smooth CX is important to them when purchasing software

83%

reported they were promised that a software application is easy to use but felt the opposite was true

60%

indicated that being able to self-serve is key to excellent CX

Over
50%

would be less likely to recommend software that lacked self-service solutions

Customers demand a smooth software CX

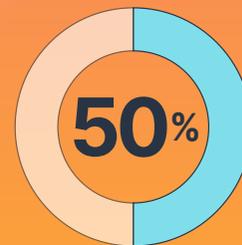


Over 90%

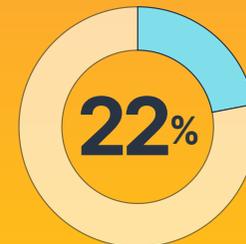
of respondents indicated that a smooth CX is important to them when purchasing software.

Nearly 20% of them stated that it was the most important factor in their purchasing decision.

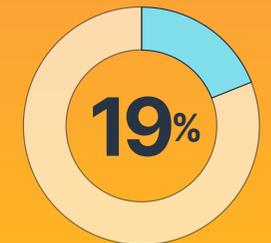
How important is a smooth customer experience to you when using or purchasing software?



Very Important



Somewhat important



Most important to the purchasing decision

However, customers are often disappointed by enterprises who don't meet that demand → → →

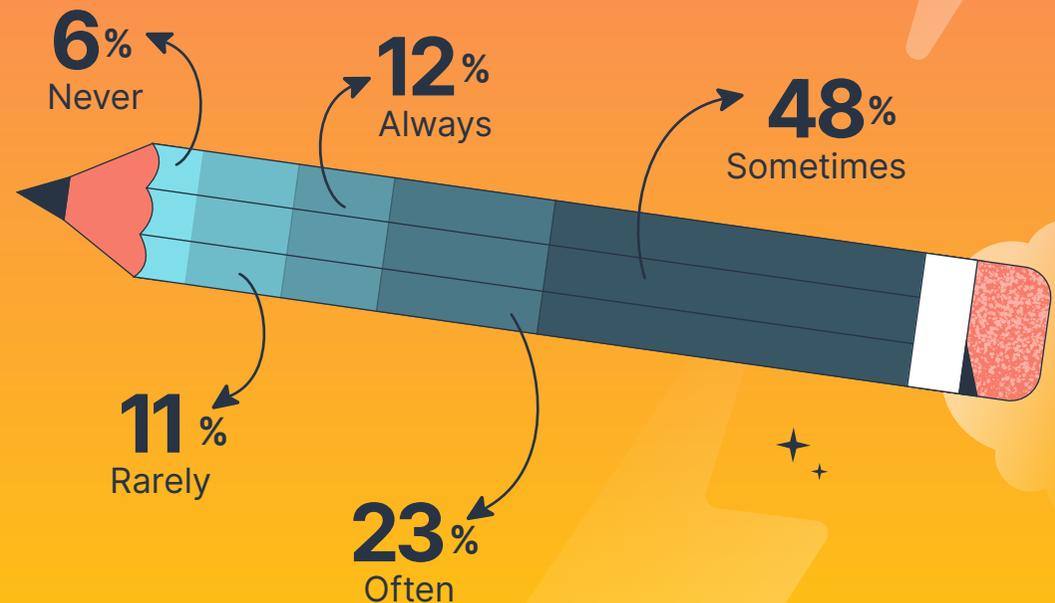
A whopping 83%

of customers have felt they were incorrectly promised that a software application was easy to use

⚡ Over one third of customers reported that this was frequently or always the case

⚡ Clearly, software is nearly universally more difficult to use than its creators are promising customers

How often are you promised that a software application is easy to use but in fact it is not easy to use?



CX's far-reaching influence doesn't stop after a purchase...

Over two thirds

of those surveyed stated that they had stopped using a piece of software due to unclear instructions, with over half of respondents indicating that this has occurred more than once.

Access to relevant product information is a fundamental part of the overall customer experience and a mandatory criterion for customer retention.

Have you stopped using a piece of software due to unclear instructions?



42%

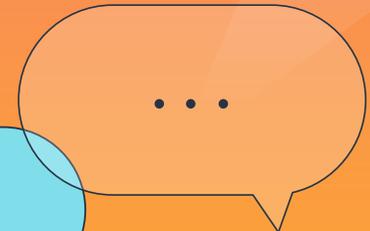
Yes, occasionally

14%

Yes, once

12%

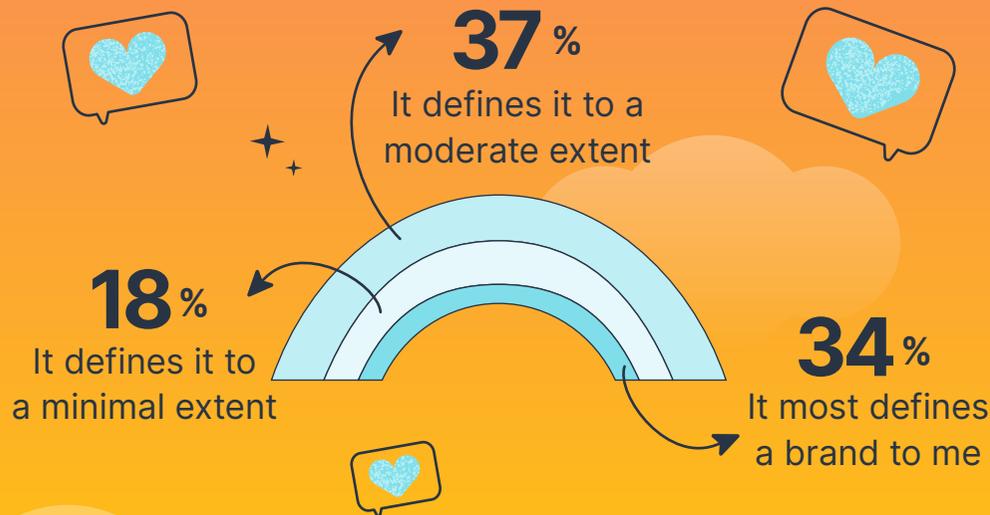
Yes, frequently



...But can go on to inform customers' entire perception of a brand



When using a company's product, to what extent does customer experience define your image of that company as a brand?



Even beyond simple customer retention, **CX goes on to play an important role in the crucial brand-building that is key to all businesses' success**

Successful CX will be built on the back of self-service



60%

of consumers indicated that either an intuitive self-service menu or general ease of use were key to an excellent customer experience.



As these product features are some of the hallmarks of a strong self-service offering,

it is clear that self-service is key to a successful software CX.

Looking Ahead: Self-service CX Means Repeat Customers → →

Customer experience and satisfaction determines the destiny of a business.

Over half of respondents

indicated that they would be less likely to recommend software that **lacked self-service** solutions for problems.

This means that beyond individual brand perceptions of a company, customer experience and self-service will play a critical role in the word-of-mouth marketing that is key to the growth of any business.

