

Deliver a Superior Customer Experience

How to pinpoint friction and exceed expectations

Put yourself in your customers' shoes: Do you have a clear picture of what it's actually like to do business with your company? If your customers are frustrated, impatient or angry with your products and the way you treat them, they'll likely take their business elsewhere. Identifying and measuring these sources of customer friction are critical in order to create a plan for retaining existing customers, engaging new ones and boosting revenue.

96%

of unhappy customers never complain or provide feedback, and

9/10

dissatisfied consumers will take their business elsewhere if they can.¹

5 types of customer friction

When trying to pinpoint where and when your customers' negative experiences potentially occur, it's helpful to look at them in categories. Check out the top five types of friction to see how they could be affecting your organization.

1 Knowledge friction

This type of friction includes issues that result from the way information is used throughout the course of a customer transaction.

- Repetitive data entry requests
- Failure to record or apply customer preferences

2 Engagement friction

Customers experience engagement friction while interacting with your business through in-person, over-the-phone or digital touchpoints.

- Long call hold times
- Inconsistent experience moving across channels

3 Process friction

If your customers are experiencing process friction, you may be making them work too hard to achieve a specific goal.

- Multiple channels required to complete a single transaction
- Manual intervention required to accurately complete a goal

4 Technical friction

Just as the name implies, technical friction happens when your customers have a suboptimal experience using your technology.

- Long webpage load times or confusing menus
- Website not optimized for mobile devices

5 Ecosystem friction

When your customers face challenges across your extended enterprise during any transaction, that's ecosystem friction.

- Shipment tracking information not available
- Discrepancies in supply or support terms

3 ways to win over your customers

Despite the many ways your customers can experience frustration when interacting with your company, there are three proven methods of getting back on track.



Adopt an outside-in approach that makes a customer-first and transaction-oriented point of view possible.



Accurately define, document, quantify and measure customer experience data to determine its meaning and value.



Take a collaborative approach to accomplishing initiatives in a timeframe that's fast enough to deliver relevant change.

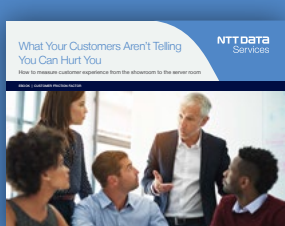
The right diagnosis. The right solution.

Chances are, you already know you have some customer experience challenges. Your next step is to measure your customer friction and ultimately drive cross-organizational efforts to reduce it. The NTT DATA Customer Friction FactorSM Assessment rapidly identifies your organization's points of customer friction and helps justify the investments necessary to correct them.

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A comprehensive assessment helps businesses proactively understand the customer experience and leverage the findings to help reduce customer friction.”

– **Brad Rucker**
Senior Vice President



Learn more in *“What Your Customers Aren't Telling You Can Hurt You.”*

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¹ <https://beyondphilosophy.com/15-statistics-that-should-change-the-business-world-but-havent/>