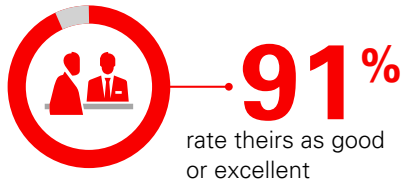# If Communications and Telecom Firms Have Great Service, Why Are Their Customers Dissatisfied?

PERCEPTION VS. REALITY

Communications and telecom companies claim they've made the **most progress** toward delivering modern customer service:
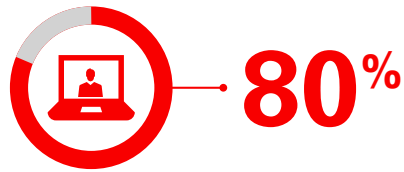
91% rate theirs as good or excellent

And

71% believe they provide better service than their peers

So why are they at the **bottom of net promoter scores** across industries (11% vs. 34%)…

…because they **provide disconnected experiences** across touchpoints.

OMNI-CHANNEL SERVICE

80% say they **enable customers to self-serve online** and 68% use knowledge to promote consistent, cross-channel service

But

28% say silos prevent information sharing and continuous processes across touchpoints…

…forcing customers to channel-hop and agents to search multiple places for customer data.

MEASURING COMMUNICATIONS AND TELECOM SUCCESS

47% measure customer satisfaction, and 81% say they want to use interactions to learn about customer needs

But

84% say their **top goal is minimizing handle time**, the highest of any industry

…suggesting true understanding of the customer may be limited.

COMMUNICATIONS AND TELECOM SWOT ANALYSIS

(Communications and Telecom vs. cross-industry average)

Strength – service is a part of culture (42%), customer experience (49%) and mission (35%)

Weakness – lack of investment in social media (29% vs. 43%)

Opportunity – using service to convert prospects (47% vs. 35%), differentiate brand (38% vs. 30%), and improve products (28% vs. 19%)

Threat – competitors who can connect customer experiences across touchpoints

FOR A DETAILED ANALYSIS OF THE FORBES SURVEY FINDINGS ON COMMUNICATIONS AND TELECOM CUSTOMER SERVICE, DOWNLOAD THE REPORT

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