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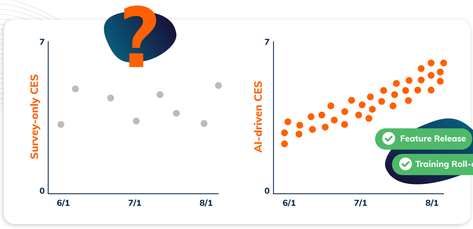
5 Benefits of the AI-driven Customer Effort Score

The Customer Effort Score ("CES") survey is a popular tool that helps CX leaders get a sense of customer effort. In addition to surveys, CX leaders are looking to advanced AI to help them identify and reduce customer effort. The AI-driven CES is based on your organic customer feedback, which represents the "How do I..?", "I need help..." statements that customers raise everyday in channels from your support tickets to your user forums, instead of just survey responses. The AI-driven CES analyzes a combination of factors, from customer language to wait time between replies, to paint a rich, actionable picture of how customer effort impacts your customer experience.

1 Broader effort coverage provides better insights

AI can capture and standardize customer effort scores across 100% of your customer interactions from any channel, whereas < 20%[1] of customers respond to effort surveys. Higher data volume produces richer insights and illustrates more reliable trends you need to reduce customer effort.



2 Discover the exact moments that drive customer effort in context

AI-driven customer effort scores make it easy to see where, when, and why customer effort is increasing or decreasing. Customer effort often increases when customers are waiting for a response, checking in on the progress of open issues, and escalating to management. AI can identify these occurrences at scale to assess their impact on overall customer effort, which helps CX teams prioritize areas of improvement.

Objective factors that increase customer effort[2]

Progress Check
+44%
Customer Effort

Wait Time
+31%
Customer Effort

Escalation
+28%
Customer Effort

3 Balance the subjective and the objective

According to Gartner, how customers feel drives 59% of the CES. However, when it comes to taking action, Gartner says 73% of CX teams are more inclined to focus on minimizing the objective factors that drive customer effort, rather than on addressing how customers feel. AI-driven customer effort scores bridge the gap between the subjective and the objective. By combining feelings that customers express in natural language with objective factors like wait time and whether an escalation took place, AI-driven effort scores highlight the most impactful, actionable ways for companies to reduce customer effort, improve customer experience, and maximize lifetime value.

Feelings drive **59%** of the survey-driven CES score

73% of CX teams focus on addressing what customers objectively experience vs. how they feel

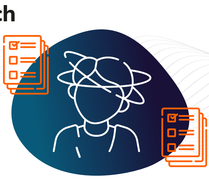
4 Stay ahead of customer expectations with predictive insight

By analyzing verbatims from real-time organic interactions, AI-driven customer effort scores can help you stay ahead of customer expectations by providing early warnings when effort is spiking, across a given product area, company policy, customer, or customer segment. This means that your customer effort metric isn't limited to a future learning opportunity — it's something you can use to reduce customer effort now.

5 Limit survey fatigue with a more comprehensive approach

Customers are asked to answer more surveys than ever and have limited attention spans. Only 9%[3] of customers take the time to answer surveys thoughtfully.

Using an AI-powered customer effort score can help identify the best opportunities to use CES surveys across the customer journey, helping you avoid survey fatigue.



For more on how to measure customer effort with AI, check out our five-step framework.

Talk to our team about getting started with our AI-driven customer effort score.

Sources:

[1]NICEincontact

[2]2021 study of proprietary Frame AI Health Indicators across millions of customer interactions. Frame AI Health Indicators are models that consider variables such as natural language to identify CX moments that reoccur and drive CX.

[3]Customer Thermometer

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