## HRouteThis

## When customer experience breaks down

## A look at the smart home product customer journey

Customer experience is everything. From the moment your smart home product lands on a consumer's radar through to their becoming an advocate for your brand, every touchpoint in the customer journey matters. We took a look at where the customer experience breaks down and the impacts to your business.

> Customer is excited about their new device, adding to 15+ smart home products in their household.

START

1

...

Customer tries to set up device but fails.

Negative brand perception
Risk of return

2

Spends two hours searching product website, YouTube videos

and forums for a solution. No luck.

- Support call volume increase
- High call handle time
- X Difficulty troubleshooting
  - Churn risk

Calls support, on hold for 10 minutes. 25 minutes of troubleshooting. Agent suggests it's a WiFi issue. Customer argues other WiFi connected devices work fine.

- X Negative time to resolution results
- × Poor NPS scores
- × Reduced attach rates
- × Risk of churn



Customer receives a refund. Leaves a negative review.

- Lost customers and revenue
- Negative brand reputation
- SEO impacts (poor reviews decrease search visibility)

Customer returns product.

- Time/resources for inspecting,
- refurbishing, repackaging and restocking
- × Shipping costs and restocking fees
- X Lost revenue on refurbished products
- × Impacts on retail and/or dealer relationships

Download our guide for tips and best practices on how to prevent these breakdowns and help improve your smart home brand's customer experience.



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