The 6 Types of Customer Service Issues and How to Resolve Them

Enable customers to complete these 6 resolutions jobs

1. **Transact:** Use company resources in a self-directed way
   Customers look to your online resources for official, trusted, and detailed information. They want to do it independently and immediately, but they need the company to get resolution.
   Channels: Company website/portal, mobile app

2. **Workaround:** Gather information and potentially find a solution
   Customers go online to learn from others who may be able to solve a problem rather than go directly to the company, with no expectation that the information is trusted or experience is personalized.
   Channels: Search engine, YouTube, online review, discussion forum

3. **Confirm:** Get a quick answer or hand off a minor issue to a company
   For simpler situations, customers look for a response from a company without spending time to explain the situation to the company.
   Channels: Web chat, email, text message

4. **Validate:** Seek advice and empathy from trusted people
   Customers seek personalized guidance from a trusted person who knows them and is responsive to their needs, to confirm their problem is “normal” and to learn how to proceed.
   Channels: Friend, family, coworker

5. **Discuss:** Diagnose and resolve a complex situation
   Often the choice of last resort, customers seek additional diagnosis from a company via an interactive and responsive experience, satisfying a logical and emotional need to explain their entire situation.
   Channels: Phone

6. **Vent:** Make their voice heard in a public way
   Customers express their frustration publicly or provoke a company into being more responsive, particularly for unresolved problems.
   Channels: Company social media account, personal social media account

When your customers have a question, issue, or problem our research found:

- **70%** of customers take their first step outside of company-owned channels
- Customers use on average **1.7** company-owned channels
- Customers use on average **2.1** non-company-owned channels

As customers are taking increasingly complex service journeys, channels are not substitutes or competitors of each other; each channel does a particular resolution “job” for the customer. Companies must stop thinking about channels, and instead should enable customers to complete their “jobs” by optimizing each channel to align to its job.

Learn more

Phone: 1 855 903 1543
Email: servicesupportleaders@gartner.com
Web: gartner.com/go/customer-service