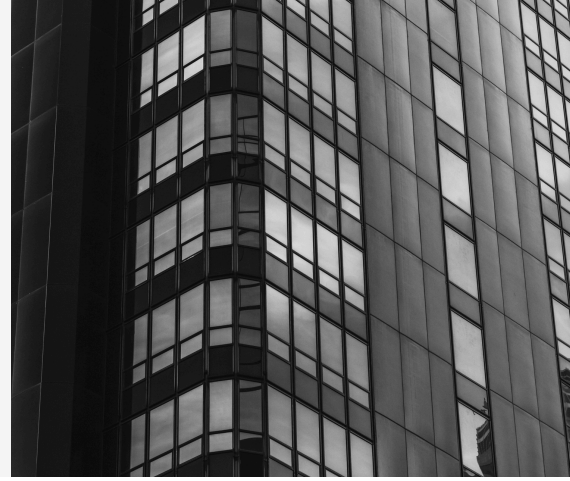# Common CX Pain Points

A quick-reference list of the most common issues that quietly weaken customer trust, loyalty, and satisfaction—so you can spot and solve them before they cost you.

Operational & Process-Related Pain Points

- Long wait times (phone, chat, email)

- Confusing customer journey

- Lack of self-service options

- Too many steps to complete a task or make a purchase

- Inefficient escalation processes

- Fragmented service across departments

- Poor handoffs between teams (sales to support, etc.)

- Lack of proactive communication

- No follow-up after support or purchase

- Customers repeating themselves to multiple agents

- Manual processes that should be automated

- Inconsistent response times

- Missed or delayed delivery times

- Unclear return or cancellation policies

- Policies that feel unfair or rigid

Communication Pain Points

- Vague or unclear communication

- Generic, robotic, or templated responses

- Lack of empathy in responses

- Contradictory information from different team members

- No status updates (during shipping, onboarding, or issue resolution)

- Overly technical or jargon-heavy language

- Not knowing who to contact for help

- Unanswered or ignored messages/emails

- No "next step" or resolution clarity

- Poor tone/language match for the brand

Customer Service Experience Pain Points

- Feeling dismissed or unheard

- Being transferred repeatedly

- Lack of ownership of the customer's problem

- Untrained or uninformed reps

- No personalization

- No follow-up to ensure the issue was resolved

- Getting a "no" without any options or explanation

- Promises not being followed through

- Reps sound bored, irritated, or uninvested

- Support not available on preferred channel (e.g., no chat option)

Sales & Marketing Pain Points

- Being sold to too aggressively

- Overpromising in ads vs. real experience

- Website doesn't match expectations from ads/social

- Discounts/promotions not honored

- Limited payment options

- Complicated checkout process

- No confirmation after payment

- Inadequate product/service information

- No clear CTA or pathway to buy

- Misaligned marketing vs. real customer journey

Digital Experience Pain Points

- Website/app crashes or glitches

- Not mobile-friendly

- Poor user interface (clunky design, confusing layout)

- Slow website speed

- Forms that don't submit properly

- No accessibility features

- No live chat or slow bot responses

- Can't find help or FAQ easily

- Broken links or outdated info

- Can't update or access account details easily

Emotional or Psychological Pain Points

- Feeling like "just another number"

- Lack of appreciation for loyalty

- No human touch in digital experiences

- Feeling blindsided by surprise fees or terms

- Embarrassment from how a concern was handled

- Feeling talked down to or not understood

- Feeling ignored after giving feedback

- No apology or empathy when things go wrong

- Lack of trust in the company's intentions

Feedback & Loyalty Pain Points:

- No visible action taken on feedback

- Surveys are too long or irrelevant

- Incentives for loyalty are unclear or non-existent

- No loyalty program or rewards for repeat customers

- Loyalty benefits are not honored or confusing

- Lack of community or brand connection

- Customers don't know how to escalate or express dissatisfaction

- Only negative feedback is acknowledged publicly

Ready to turn these pain points into profit-building opportunities? Let's audit your customer experience and strengthen every touchpoint.

Visit our website to fill out the Client Intake Form: www.ElringtonExperience.com

Follow @ElringtonExperience on IG for more trust-building strategies.

Email any questions you might have: info@elringtonexperience.com