

50

Facts That Will Make
Businesses

Rethink their

Customer Service



Companies that focus on providing quality customer service...



Companies that focus on providing quality customer service... **SEE results.**



81%

of consumers

are more likely to
give a company
repeated business
after good
service.



1.

<http://blog.kissmetrics.com/happy-campers/>



81%

of consumers

are more likely to
give a company
repeated business
after good
service.



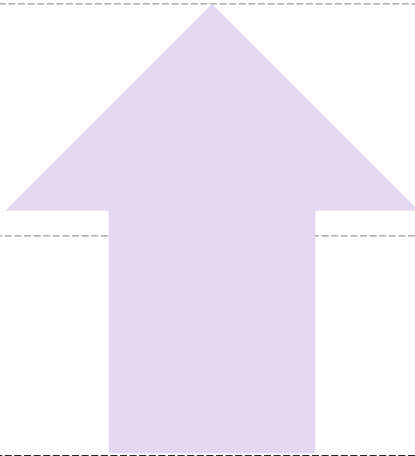
Click the bird to
tweet the fact!

<http://blog.kissmetrics.com/happy-campers/>



1.

A 5% increase
in customer retention...



2.

Bain & Company, "Prescription for Cutting Costs," 2011.



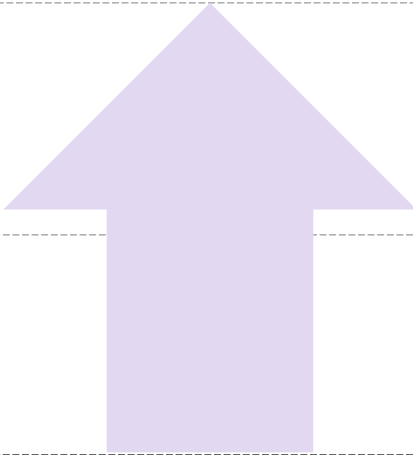


...increases profits up to

125%



A 5% increase
in customer retention...



2.

Bain & Company, "Prescription for Cutting Costs," 2011.



Companies that prioritize **the customer experience** generate

60% higher profits
than their competitors.



3.

Gartner Group, "Leading on the Edge of Chaos,"



**To cut losses and improve profits,
consider moving portions of your budget towards
improvements in customer retention.**



A **2%** increase in **customer retention...**

4.

Emmet Murphy & Mark Murphy, "Leading on the Edge of Chaos"



A **2%** increase in **customer retention...**



has the same effect as
decreasing costs by

10%.

4.

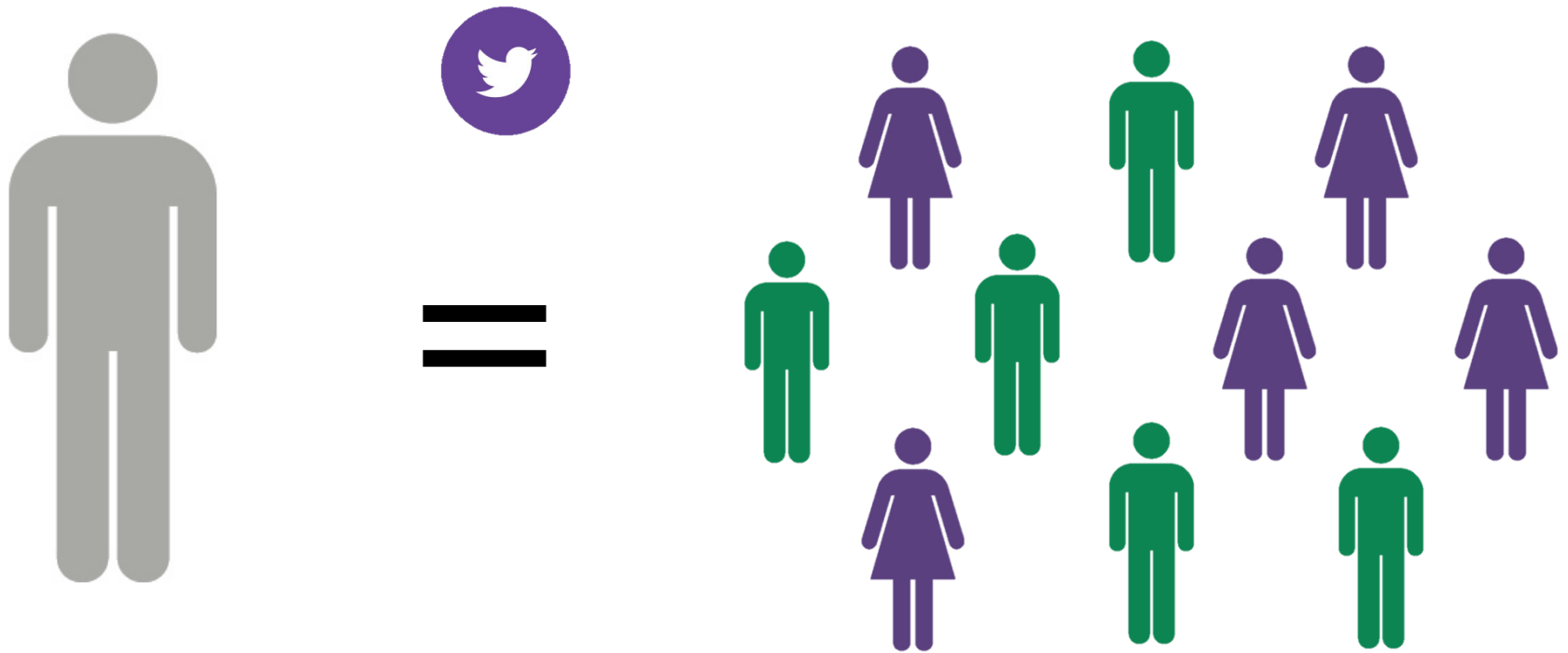
Emmet Murphy & Mark Murphy, "Leading on the Edge of Chaos"



On average, loyal customers are worth up to

10 times

as much as their first purchase.



5.

It is 6-7 times more expensive

to acquire a **new customer** than it is to **keep a current one.**



6.

White House Office of Consumer Affairs



Where do you begin providing better service to improve customer retention...

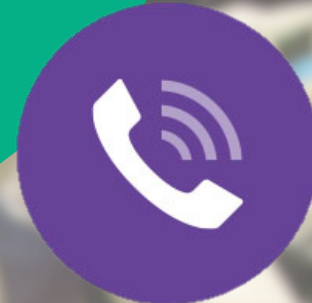


...by providing a **consistent customer service experience**
throughout multiple channels.





**9 out of 10
consumers**
expect to receive a
consistent experience
over multiple customer
contact channels.



7.

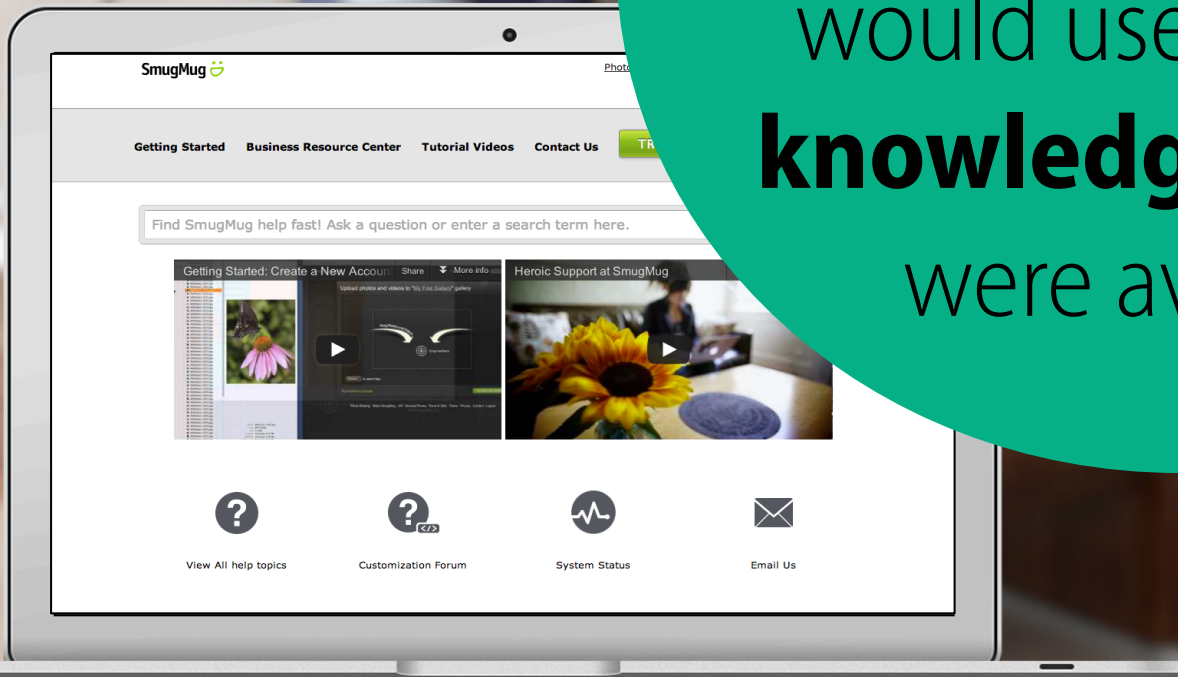
Synthetic, "7 out of 10 people think online customer service will dominate over traditional call-centres within a decade," 2012.





91%

of customers say they would use an online **knowledge base** if it were available.



8.

Online customers desire a knowledge base to self-serve

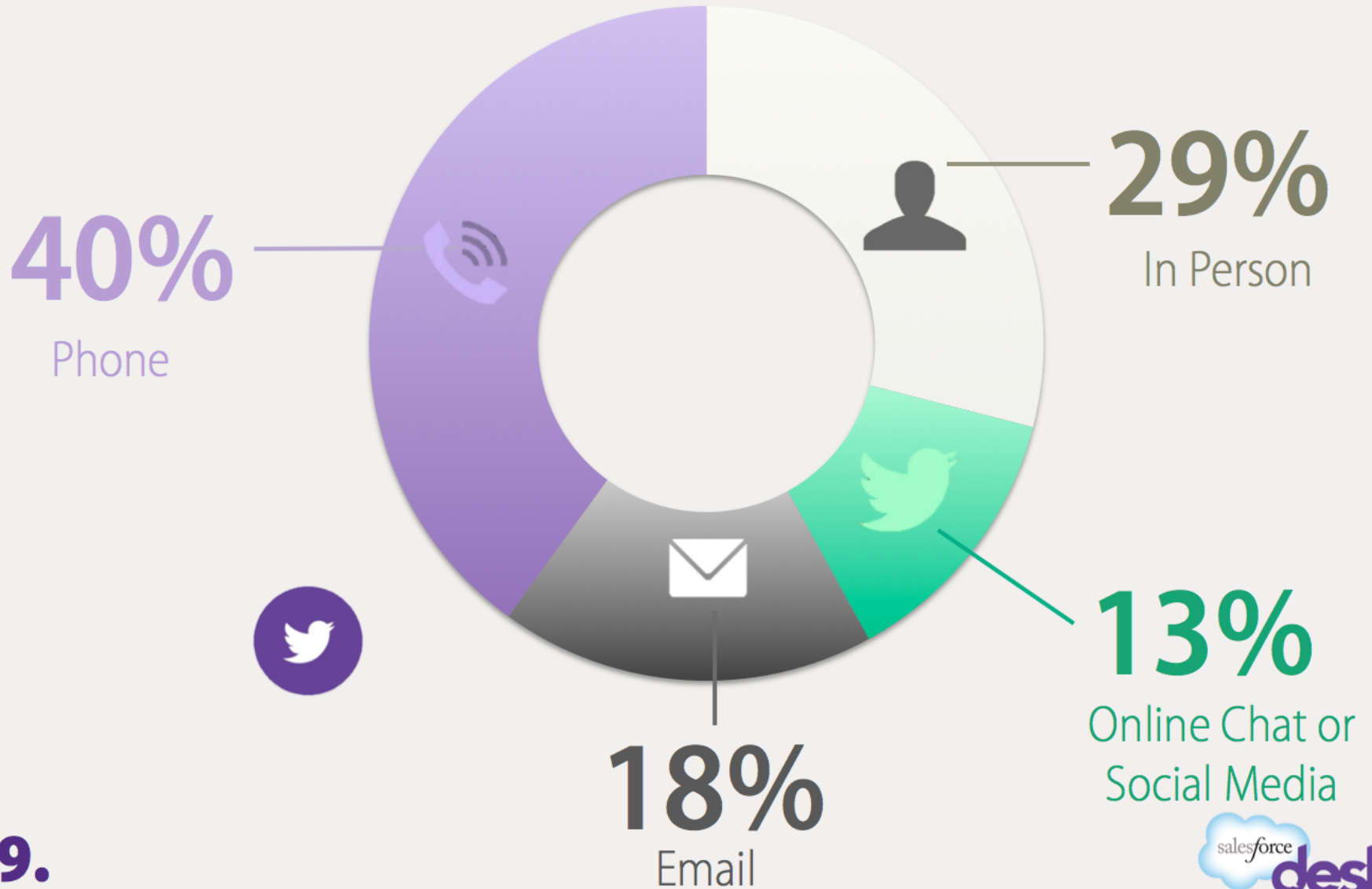
Coleman Parkes, Online Survey, 2012



Here is an idea of where your customers are asking questions...



Customers' most preferred channels of service:



Don't worry...



Don't worry...we know multichannel customer service
is tough...



40% of organizations

cite **'complexity'**

as the greatest barrier
to improving
multichannel
customer experience.



**But your customers are looking for a
consistent multichannel experience!**



90%

of consumers

will always

check a website

first before emailing or
calling you.

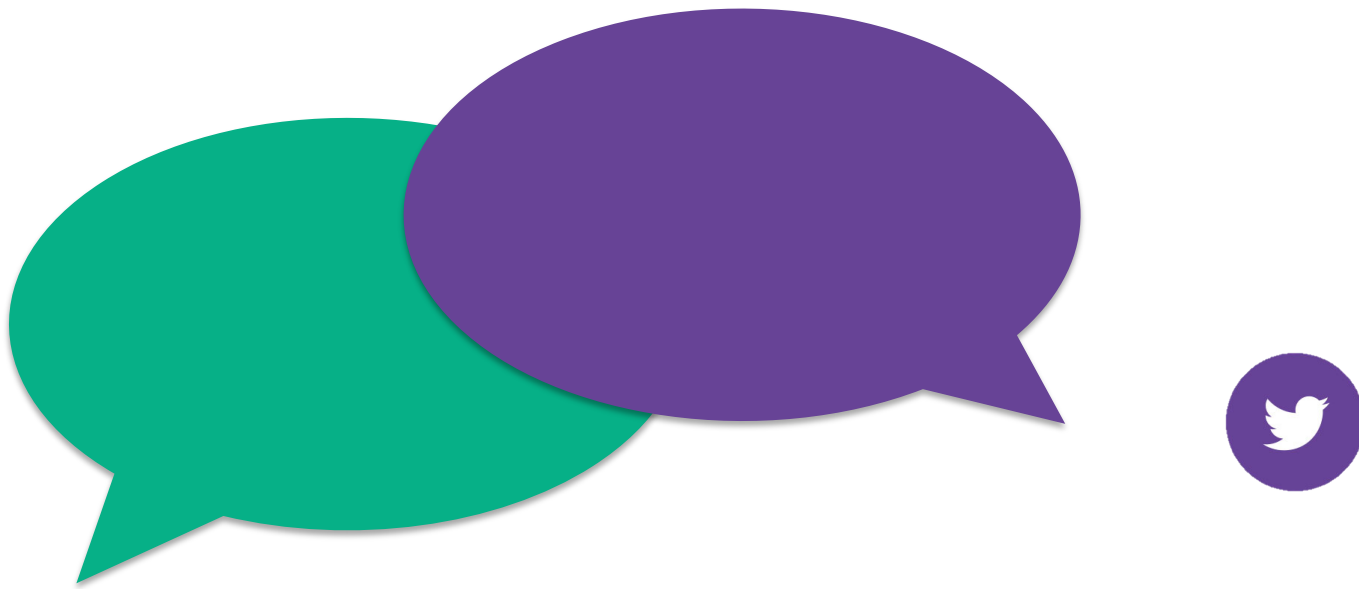


11.

Online customers desire a
knowledge base to self-serve

Synthetic, "7 out of 10 People Think Online Customer Service Will Dominate Over Traditional Call-Centres Within a Decade," 2012





One in five shoppers
prefer **online chat** over any
other communication
method.

12.

Provide Online Chat to give
customers timely responses

LogMain and the e-tailing group, "Fourth Annual BoldChat Live Chat Effectiveness," 2012



50%

of smartphone users

want to have the ability to
resolve their issue on a
smartphone app.



13.

Can your customers seek help using
a mobile device?

SpeechCycle and Echo Research Study



84% of US adults

who have conducted an online transaction through a mobile device in the last year **reported a problem.**



14.

Can your customers seek help using a mobile device?

Tealeaf, "Mobile Transaction Research Report," 2011, <http://www-01.ibm.com/software/marketing-solutions/tealeaf/>



94%

of all online retailers provide
email customer service...



15.

Customers want their problems
solved immediately with email

Zak Stambor, "Internet Retailer," 2010



94%

of all online retailers provide
email customer service...



but

27%

of email
inquiries are
answered
incorrectly.

15.

Customers want their problems
solved immediately with email

Zak Stambor, "Internet Retailer," 2010



85% of consumers are dissatisfied with their phone experience.



16.

Providing solid customer service via phone is **key**

Gartner





In the last year, **67%** of customers have hung up the phone out of frustration because they could not talk to a real person.



17.

Providing solid customer service via phone is **key**

Consumer Reports Survey, 2011



Which channel is on the rise as one of the
most important to take charge of?



SOCIAL MEDIA!!

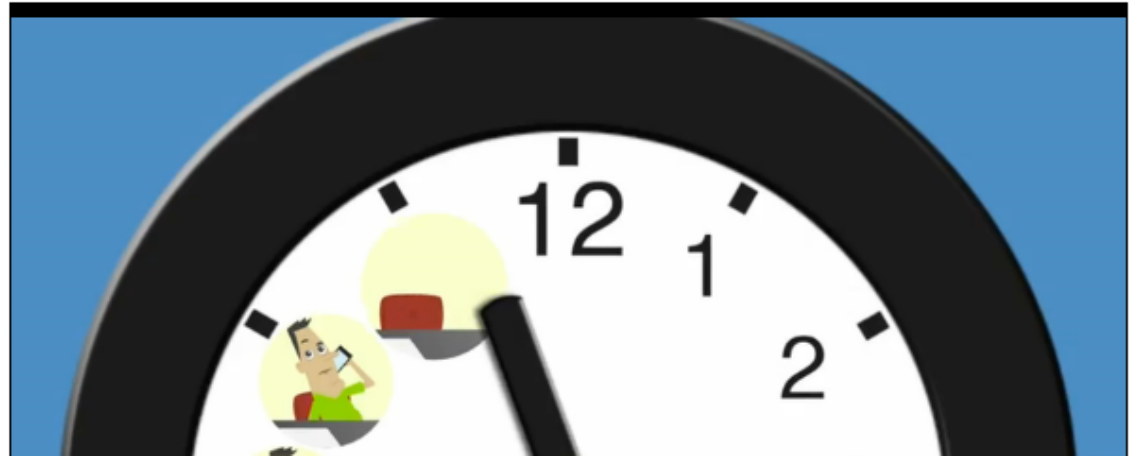


Customers are rallying to use Social Media for questions and complaints...

Did You Know?

Cut Call Times by Using Social Media to Make Complaints

By [The Savings Experiment](#) Posted 2:45PM 04/29/13 [Savings Experiment, Did You Know](#) |



Customers are rallying to use Social Media for questions and complaints...

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Experiment Posted 2:45PM 04/29/13 Savings Experiment, Did You Know |

LIKE JERRY MAGUIRE SAID

Help Us Help You: One Company's Social Media Rep Explains How To Get Complaints Resolved



Jerry could've been in social media.

A common refrain here at Consumerist that we try to promote is "kill'em with kindness." Shouting, writing angry emails in all caps and generally freaking out at customer service representatives are all tactics guaranteed to make your quest for a positive resolution a lot harder. And as one company's social media rep writes in to explain to Consumerist, often complaining customers aren't doing anything to help her help them.

Consumerist reader H. has been put in charge of answering questions and Twitter for the photography equipment company. Her simply been...



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A common refrain here at Consumerist is "try to promote is 'L...'. Shouting, writing generally freaking representatives and make your quest for harder. And as one writes in to explain to complaining customer help her help them.

Using social media to complain, get the customer service you deserve

 Recommend

 23 people recommend this. Be the first of your friends.

Posted: Apr 30, 2013 7:48 AM PDT
Updated: May 01, 2013 3:01 AM PDT

Consumerist reader H. has been put in charge of answering questions on Twitter for the photography equipment company. Her simply been...



46%

of online customers
expect brands to
provide customer
service on Facebook.

Recent Posts



Jake Harris

I have a question...I just purchased a bottle of wine from you guys and it broke in shipping.

Do I contact you or the shipping company about replacing it?

Like · Comment 2 hours ago



but only

23%
provide it!

Recent Posts



Jake Harris

I have a question...I just purchased a bottle of wine from you guys and it broke in shipping.

Do I contact you or the shipping company about replacing it?

Like · Comment 2 hours ago

NOTHING!



but only

23%
provide it!

Recent Posts



Jake Harris

I have a question...I just purchased a bottle of wine from you guys and it broke in shipping.

Do I contact you or the shipping company about replacing it?

Like · Comment 2 hours ago

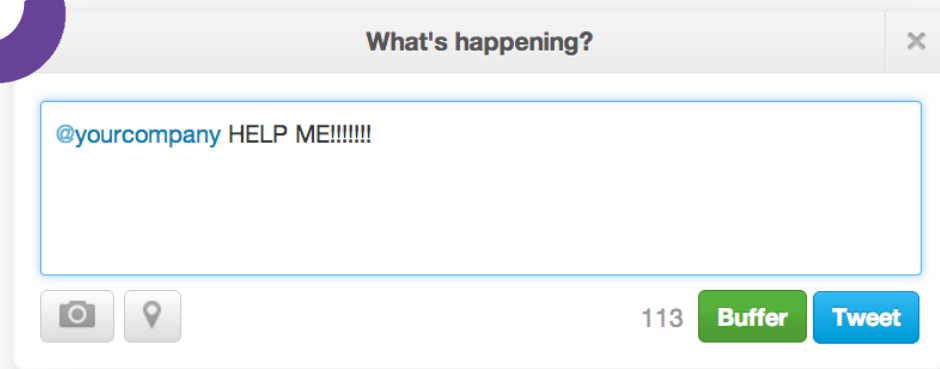
NOTHING!

Don't fall asleep behind the wheel!



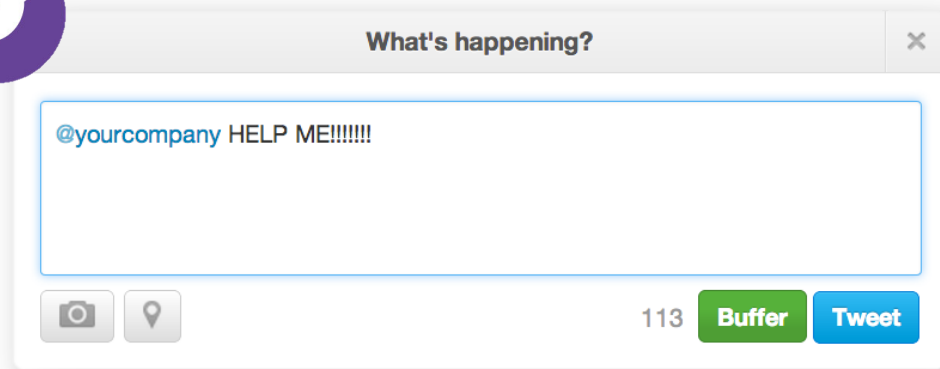
70%

of companies ignore customer complaints on Twitter.

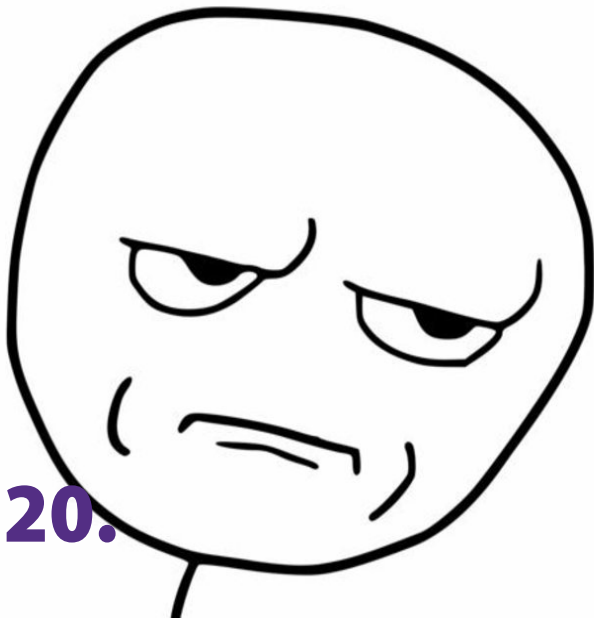


70%

of companies ignore customer complaints on Twitter.



NO.



20.

Here's the **problem.**



88%

of consumers

are less likely to buy
from companies who
leave complaints on
social media

unanswered.



But if you do begin **engaging customers with social media...**

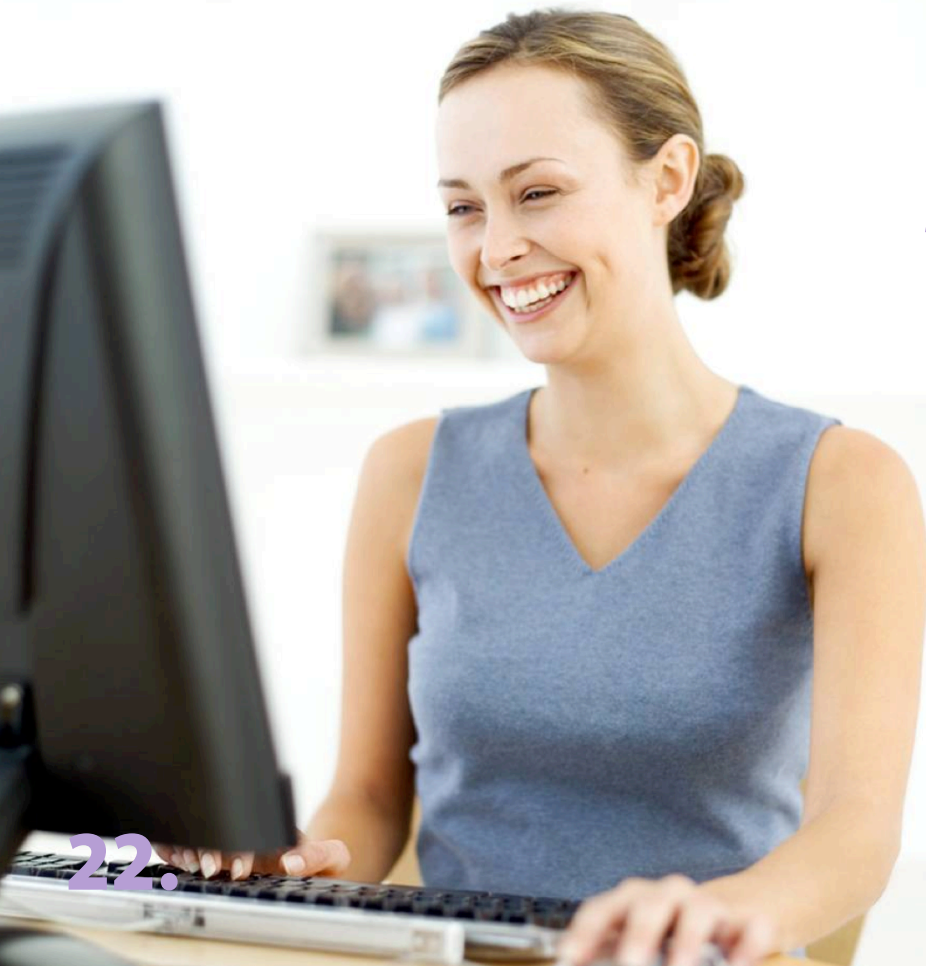


83%

of the complainants that received a
reply on social media

liked or loved

the fact that the company
responded.



22.

Maritz Research and evolve24



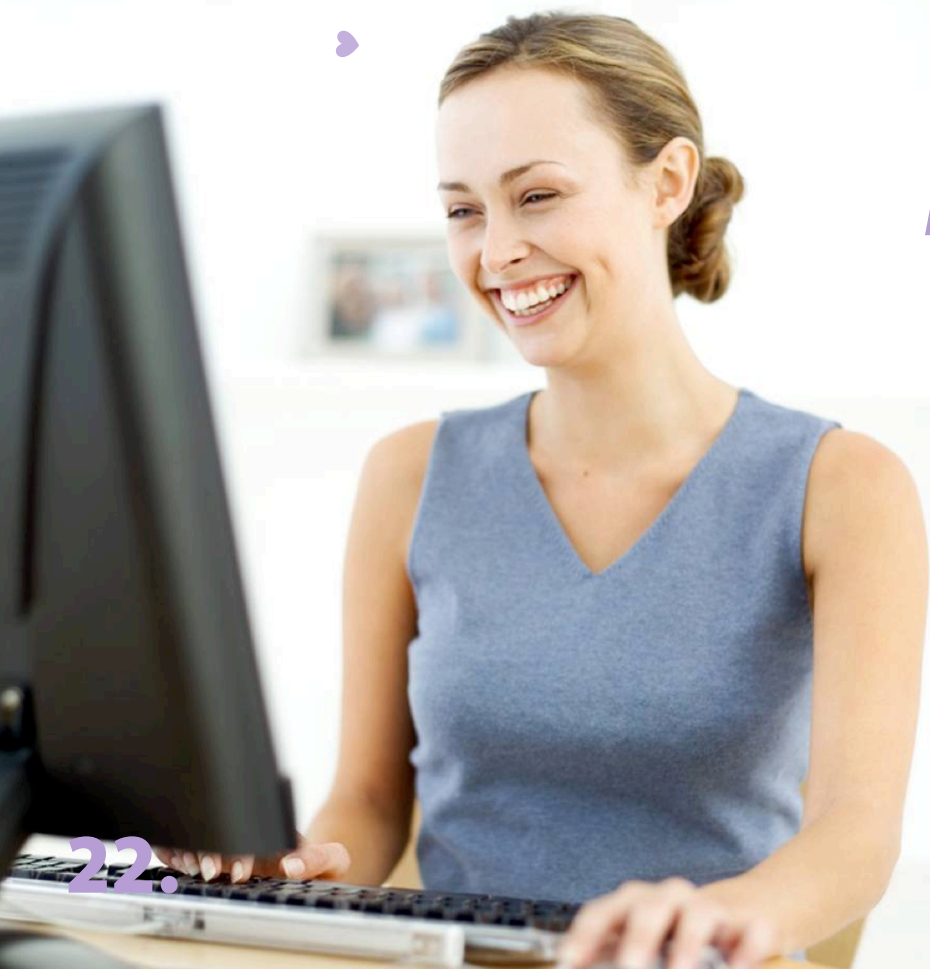


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22.

Maritz Research and evolve24



Customers who engage
with companies over social
media **spend...**

23.

<http://www.bain.com/publications/articles/putting-social-media-to-work.aspx>



Customers who engage
with companies over social
media **spend...**



20% to 40%
more money

with those companies
than other customers.

Simply handling an issue or question through any channel is **not enough...**



Your agents need to be **FAST** and **AGILE** with response times.



82%

of consumers in the U.S. said they **stopped doing business** with a company due to a poor customer service experience.



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Of these,

55%

said a company's failure to resolve their problems **in a timely manner** drove them away.

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69% of customers

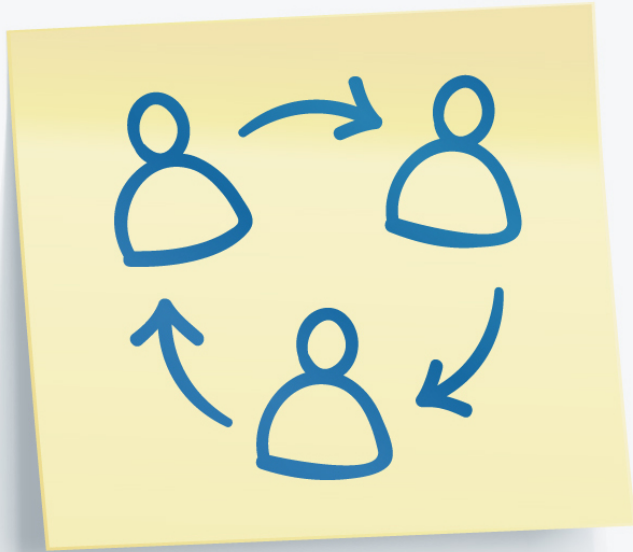
said they were on hold for too long when seeking help from a company.



26.

Harris Interactive, Customer Experience Impact Report

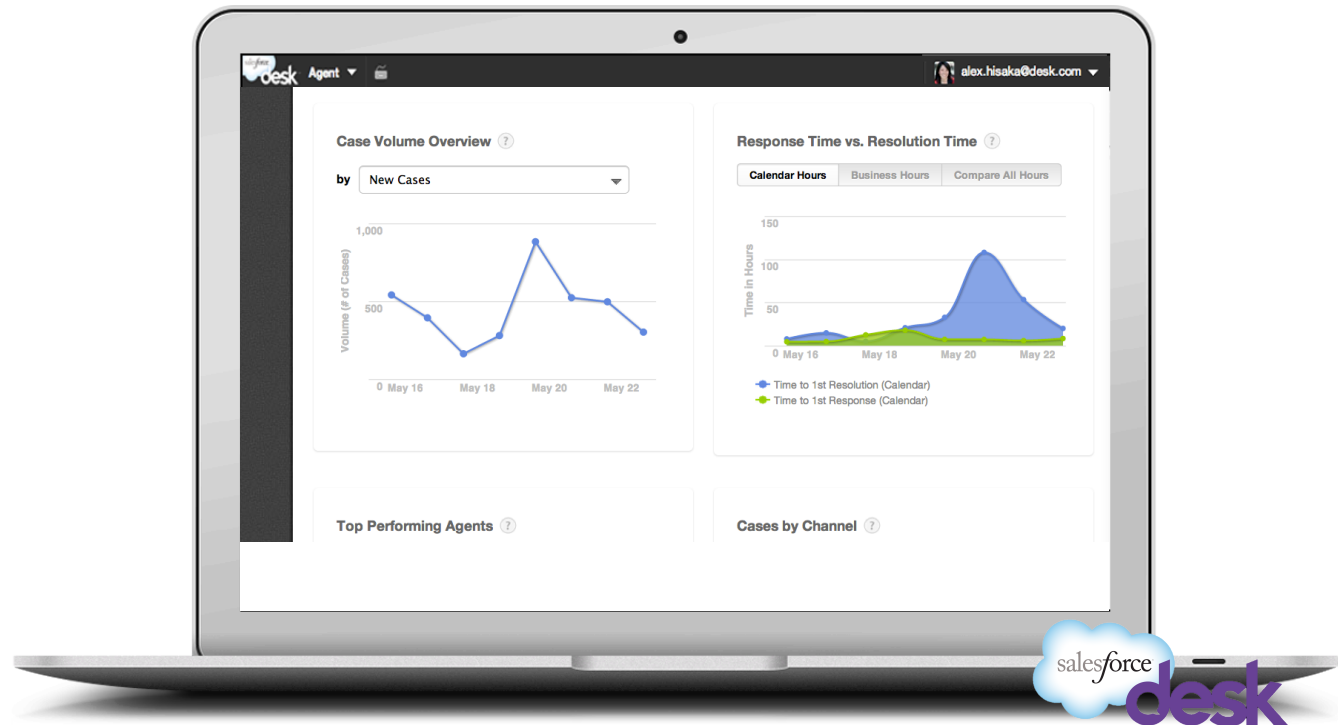




**71% of online
chat customers**
expect assistance
**within five
minutes.**



41 percent of consumers expect an email response within six hours.

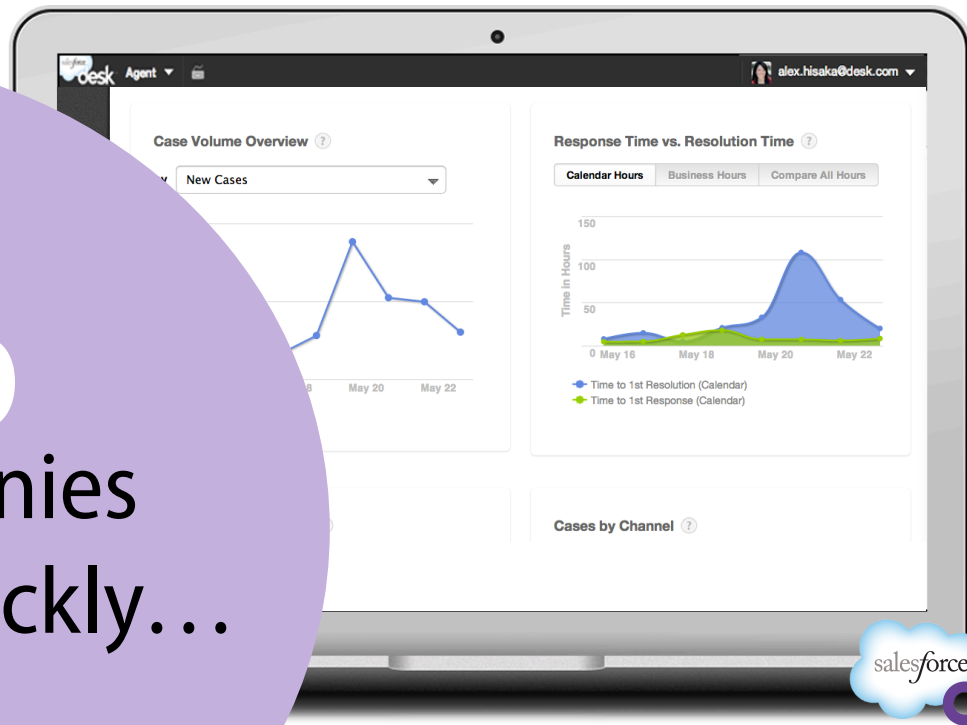


41 percent of consumers expect an email response within six hours.



Only
36%
of U.S. companies
respond that quickly...

29.



41 percent of consumers
expect an email response
within six hours.



Only

36%

of U.S. companies
respond that quickly

30.

and

14%

NEVER respond at all!

**In today's world, word of bad customer service
doesn't stop at the end user...**



News of **bad**
customer service
reaches more
than twice as
many ears
as praise for a
good service
experience.



31.

White House Office of Consumer Affairs



People tell
an **average**
9 people
about a
good
experience.





<http://about.americanexpress.com/news/pr/2011/csbar.aspx>

32.



People tell
an **average**
9 people
about a
good
experience.

And **16**
about a bad
 one.



I'm frustrated.

<http://about.americanexpress.com/news/pr/2011/csbar.aspx>

32.



Word-of-mouth can quickly **destroy**
a company's reputation.



In 2011, **7 in 10 Americans** said they were willing to spend more with companies they believe provided excellent customer service

More than 60% of consumers

are influenced by other consumers' comments.



Don't take the **cost** of your customers receiving poor experiences lightly...



64% of customers

have made future purchases from a **company's competitors** after experiencing poor customer service.



<http://www.linkedin.com/today/post/article/20121029135410-284615-new-statistics-customer-experience-loyalty>

\$289

**Average annual
value of each
customer
relationship lost to
a competitor or
abandoned.**



It takes **12 positive experiences** to make up for **one unresolved negative experience.**



"Understanding Customers," Ruby Newell-Legner

82%

of U.S. consumers said they stopped doing business with a company
due to a poor customer service experience.



RightNow Technologies



Poor customer experiences
result in an estimated

\$83 billion loss

by US enterprises each
year because of
**defections and
abandoned purchases.**



78%

of consumers have **bailed on a transaction or not made an intended purchase** because of a poor service experience.



40.

American Express Survey, 2011



**If your business makes a focused
effort on customer service,
you and your customers will see positive
results...**



Web Access
Restaurants, Denti...

Now in the UK!



yelp

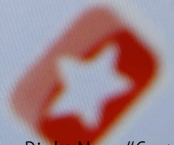
Real people. Real reviews.

Welcome

About Me

Yelp Orange County

Yelp is the fun and



Yelp

55%

of customers

recommended a company because of their customer experience.

41.

Right Now, "Customer Experience Report: North America"



Amazon had the
best customer
satisfaction
(91.7%)



42.

<http://www.war.instituteofcustomerservice.com/1768-8887/The-missing-link-How-customer-service-drives-sales-and-market-share.html>



Amazon had the best customer satisfaction (91.7%)



and achieved the strongest sales growth (20%)



43.

<http://www.war.instituteofcustomerservice.com/1768-8887/The-missing-link-How-customer-service-drives-sales-and-market-share.html>



73% of consumers

love a brand because...

73% of consumers

love a brand because...



of **friendly customer service.**

73% of consumers

love a brand because...



of **friendly customer service.**

81% of companies with
strong capabilities and competencies
for delivering customer experience
excellence...



45.

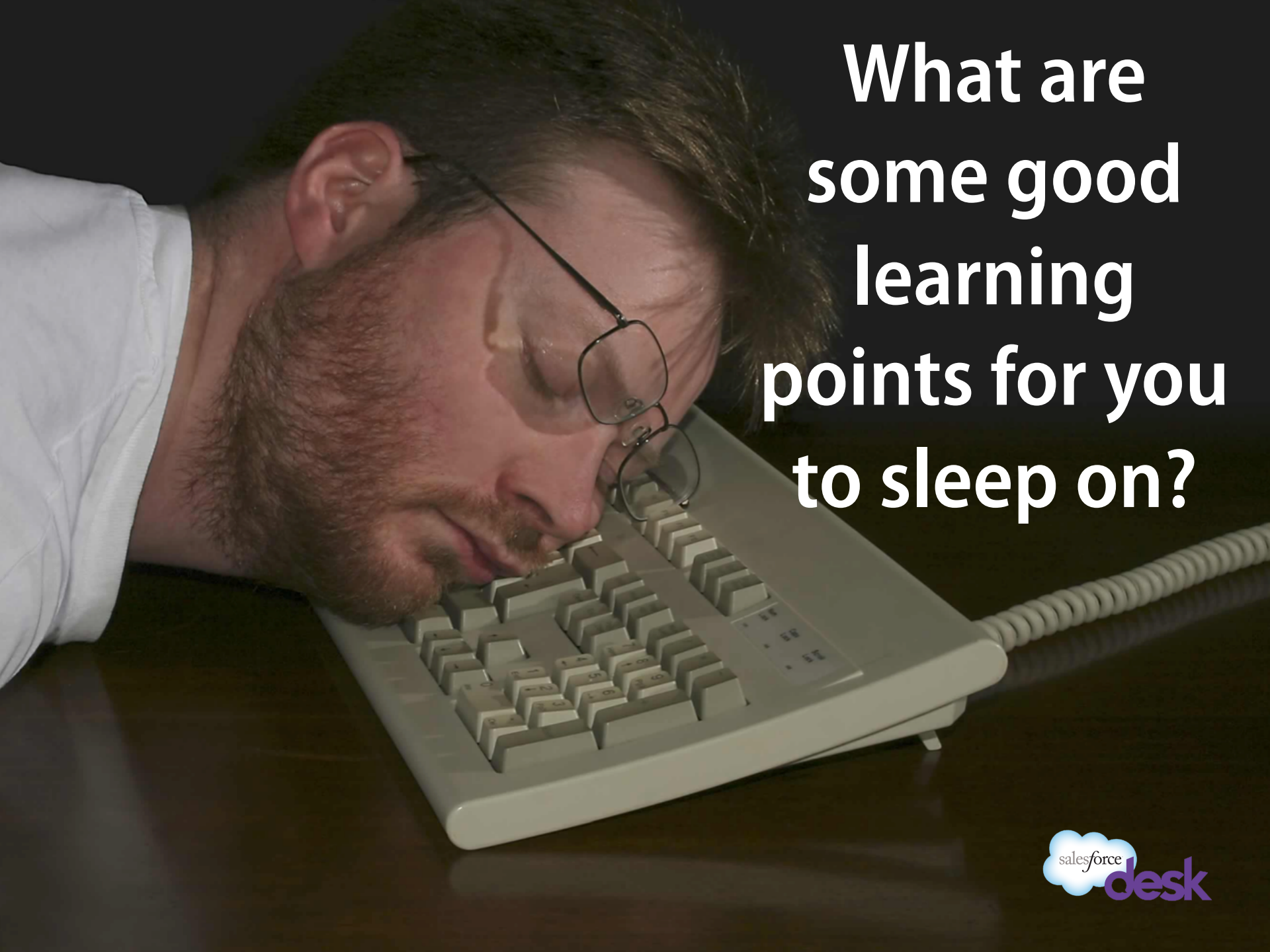
Peppers and Rogers, "Customer Experience Maturity Monitor"



81% of companies with strong capabilities and competencies for delivering customer experience excellence...



...are outperforming their competitors.

A man with a beard and glasses is shown in profile, resting his head on a computer keyboard. He appears to be asleep, with his eyes closed and a relaxed expression. The keyboard is a light-colored, standard desktop model. The background is dark, suggesting an office environment at night or in low light. The overall mood is one of exhaustion or burnout.

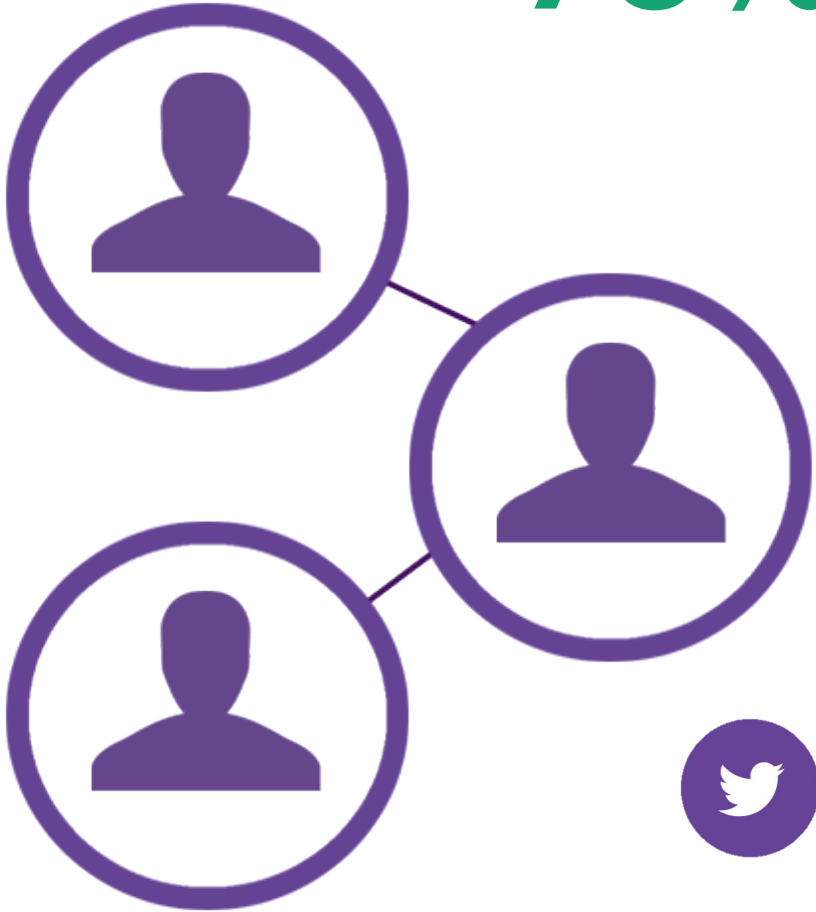
**What are
some good
learning
points for you
to sleep on?**

When making your move to improve customer support, **start with the bottom line.**



78% of customers

say that competent
**customer service
reps** are most
responsible for a
**happy customer
experience.**



**Your support agents
make or break the customer experience.**



70% of buying experiences

are based on how the customers feels they are being treated.





68% of customers

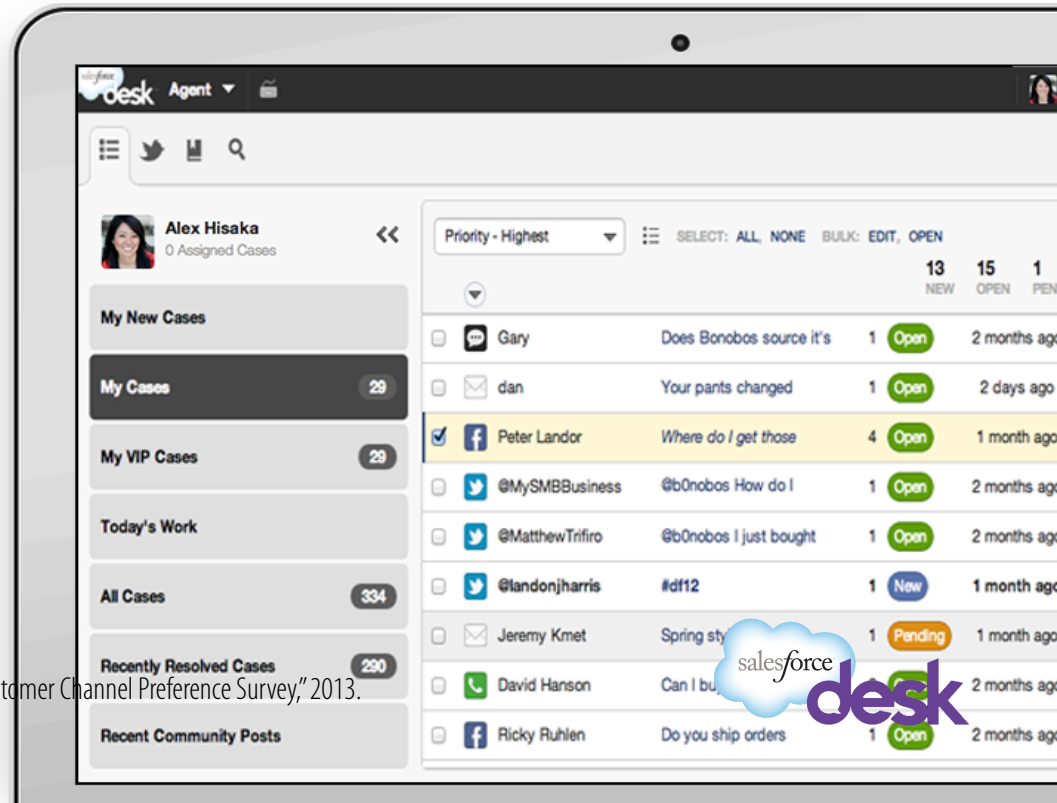
leave because they were upset with the treatment they received whilst speaking to a customer service rep.

Make sure your reps are armed with the right tools to answer customers quickly and accurately.



40%

of customers that expect representatives they speak with **to already know about their previous attempts to resolve an issue.**



**When you start with the bottom line, you improve
the customer experience and a happy customer
means repeated business,
which means more profit for your business.**



Repeat customers spend

67% more and



**are more
profitable.**

What is a support tool that will help you with:

**Multichannel Support,
Agent Response Time,
Customer Retention,
Social Media Management?**





Use Salesforce's customer support app to easily manage tickets from various channels, respond to customers faster and overall grow your business!

Sign up for a free trial!

Contact Desk.com



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