Gladly

THE TASTEMAKERS

Keeping Up With Your Customers



Today's customers have high expectations, and they're basing their purchase decisions on whether companies deliver on them. Here's a look at what they want and expect when it comes to service.

To know me is to♡me.

Your customers are more than a case number, and they want to be treated that way.

76%

want companies to know who they are

75%

are more likely to purchase from a company that tailors recommendations to them

YET

69% feel they're treated like a case number

One. One. More. More. Time. Time.

Repetition may be the mother of learning, but when it comes to service, your customers don't want to repeat their history just because they switch to another channel or agent.



54%

would rather spend the day in wet socks than repeat themselves



Expectations vs Experience

Today's customers expect seamless segues but their experiences aren't living up to expectations





5—6 minutes time customers spend recapping their previous interactions to an agent

Anatomy of a great experience.

Here's what customers say makes a great customer experience.



62% if they don't have to repeat previous interactions

"Hi, are you following up on your question about sizes"

60% if the agent takes the time to understand their issue

"Are the shoes feeling too tight around your toes?"

62% if their issue is resolved quickly

"Your size exchange has been confirmed!"

30% if they can communicate on the channel of their choice

"Of course, we'll SMS the tracking number to your phone!"



Make 'em feel 1 in 1,000,000.

When it comes to making customers feel special, they're not asking for all that much.



53%

want you to know their history with you

27%

want you to follow up after an interaction

20%

want you to know their name

Get Radically Personal.

Take personalized service to a whole new level with a truly customer-centered customer service platform.



Sources: 2018 Gladly Customer Expectations Report 2019 Gladly Customer Expectations Report

