

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.



76% want companies to know who they are



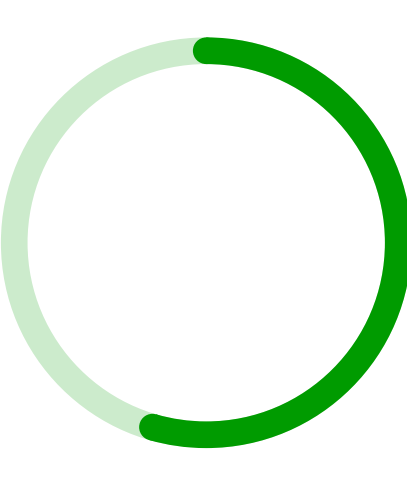
75% are more likely to purchase from a company that tailors recommendations to them



YET

69% feel they're treated like a case number

One. More. Time.



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

Expects agents to know their **previous interactions**:



Expects agents to know about **interactions that happen simultaneously, across multiple channels**:



Expects agents to know their **in-store interactions (and vice versa)**:

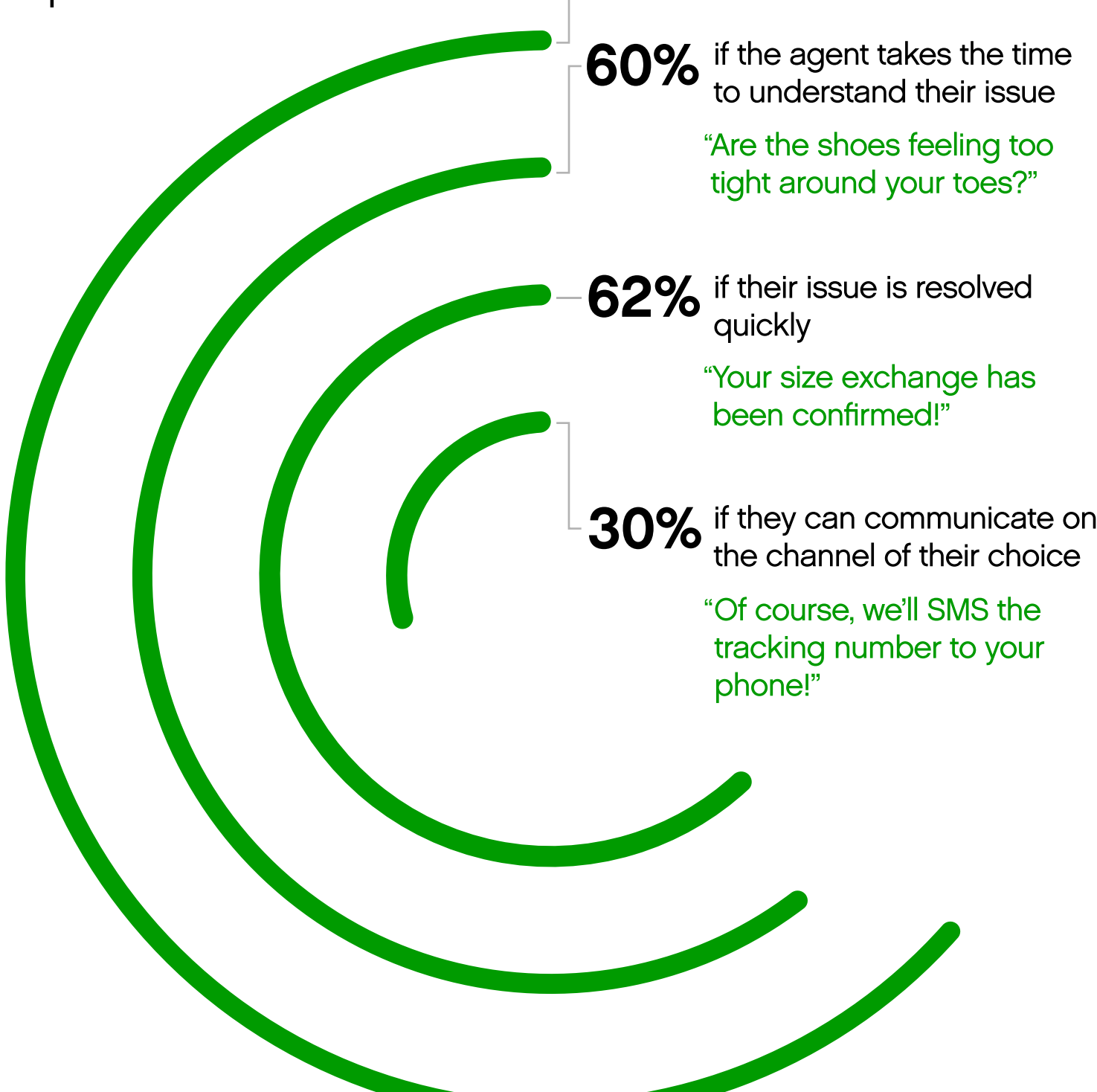


5—6 minutes = time customers spend recapping their previous interactions to an agent



Anatomy of a great experience.

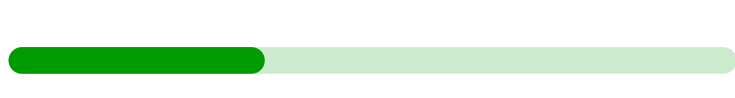
Here's what customers say makes a great customer experience.



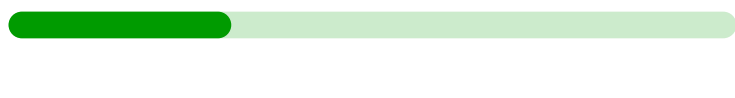
Make 'em feel 1 in 1,000,000.



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.

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