



THE STATE OF CUSTOMER SERVICE IN A CONSUMER DRIVEN MARKET

What to expect when customers drive customer support.

WHAT CUSTOMERS WANT

Even in a negative economy, **CUSTOMER EXPERIENCE IS A HIGH PRIORITY FOR CONSUMERS,**

So important, that 60% of consumers said they will often pay more for a better experience.

Source: Harris Interactive, Customer Experience Impact Report

WHAT CUSTOMERS EXPECT

IMMEDIATE SERVICE, VIA

Social Media

Live chats on websites

Automated responses/info gathering while waiting for a human.

Information retention from visits

MORE SELF SERVICE

Kiosks

Automated response/retention

"Brand in Hand" direct customer service apps on mobile devices

Source: White House Office of Consumer Affairs, Washington, DC



HAPPY CUSTOMERS WHO GET THEIR ISSUE RESOLVED tell about 4 to 6 people about their experience.

A DISSATISFIED CUSTOMER will tell between 9-15 people about their experience. Around 13% of dissatisfied customers tell more than 20 people.

WHITE HOUSE OFFICE OF CONSUMER AFFAIRS



THE CUSTOMERS HAVE SPOKEN



86% OF CONSUMERS HAVE QUIT DOING BUSINESS WITH A COMPANY BECAUSE OF A BAD CUSTOMER EXPERIENCE, THAT'S UP FROM 59% 4 YEARS AGO.

Source: Harris Interactive, Customer Experience Impact Report

IT TAKES 12 POSITIVE SERVICE EXPERIENCES TO MAKE UP FOR ONE NEGATIVE EXPERIENCE.

Source: "Understanding Customers" by Ruby Newell-Legner

91% OF UNHAPPY CUSTOMERS WILL NOT WILLINGLY DO BUSINESS WITH YOUR ORGANIZATION AGAIN.

Source: Lee Resource Inc.

FOR EVERY CUSTOMER COMPLAINT, THERE ARE 26 OTHER CUSTOMERS WHO HAVE REMAINED SILENT.

Source: Lee Resource Inc.

CUSTOMER CHURN IS CAUSED BY CUSTOMER FEELINGS OF POOR TREATMENT 68% OF THE TIME.

Source: TARP

MORE COMPANIES ARE MAKING AN EFFORT TO LISTEN TO THE FEEDBACK OF THEIR CUSTOMERS.

"2012 looks set to be the year when major organizations really start to embrace the link between offering a high quality customer experience, loyalty and longer-term financial success."

Source: Lee Resource Inc.

ATTRACTING A NEW CUSTOMER COSTS 5 TIMES AS MUCH AS KEEPING AN EXISTING ONE.

Source: TARP

90% OF NORTH AMERICAN FIRMS VIEW CUSTOMER EXPERIENCE AS IMPORTANT OR CRITICAL.

80% OF THE FIRMS WOULD LIKE TO USE CUSTOMER EXPERIENCE AS A FORM OF DIFFERENTIATION.

Source: Forrester's The State Of Customer Experience, 2010



COMPANIES ARE LISTENING

COMPANY SOLUTIONS TO MEET CUSTOMER SERVICE NEEDS 2011

81% OF COMPANIES WITH STRONG CAPABILITIES AND COMPETENCIES FOR DELIVERING CUSTOMER EXPERIENCE EXCELLENCE ARE OUTPERFORMING THEIR COMPETITION.

Source: Peppers & Rogers Group, 2009 Customer Experience Maturity Monitor

OUT OF BEST IN CLASS COMPANIES: 91% PROVIDE CUSTOMERS THE ABILITY TO TRACK ISSUES OVER THE WEB, 57% MEASURE SUPPORT CENTER SUCCESS ACROSS EMAIL, CHAT, WEB, AND VOICE, AND 62% USE INTEGRATED VOICE RESPONSE (IVR)

70% OF CUSTOMER EXPERIENCE MANAGEMENT BEST IN CLASS ADOPTERS USE CUSTOMER FEEDBACK TO MAKE STRATEGIC DECISION. 50% OF INDUSTRY-AVERAGE ORGANIZATIONS AND 29% OF LAGGARDS DO.

Source: Aberdeen Group, Customer Experience Management: Engaging Loyal Customers to Evangelize Your Brand

THE TOP THREE DRIVERS FOR INVESTING IN CUSTOMER EXPERIENCE MANAGEMENT ARE:



Improve customer retention



Improve customer satisfaction



Increase cross-selling and up-selling

Source: Aberdeen report - Customer Experience Management: Engaging Loyal Customers to Evangelize Your Brand

RETAILERS AND HOTELS PROVIDE THE BEST AVERAGE CUSTOMER EXPERIENCE IN NORTH AMERICA OVERALL AS AN INDUSTRY.

Source: Forrester Customer Experience Index 2010

HEALTH INSURANCE PLANS AND TV SERVICE PROVIDERS DELIVER THE WORST AVERAGE CUSTOMER EXPERIENCE IN NORTH AMERICA OVERALL AS AN INDUSTRY.

Source: Forrester Customer Experience Index 2010

76% OF COMPANIES MOTIVATE EMPLOYEES TO TREAT CUSTOMERS FAIRLY AND 62% PROVIDE EFFECTIVE TOOLS AND TRAINING TO GAIN TRUST WITH THEIR CUSTOMERS.

Source: Peppers & Rogers Group, 2009 Customer Experience Maturity Monitor



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"ONLINE CUSTOMER EXPERIENCES" *move from influencer to main channel*

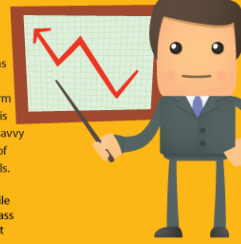
Customer 15% more likely to use online as a channel to purchase over second place, going to a brick and mortar store.

CONSISTENCY-Having the same experience across brand touchpoints (stores, catalogs, website, mobile) was ranked by 20% of respondents as the most important characteristic of a customer experience, followed very closely at 19% and 17% by the ability to "self-serve" and have "robust product information" at-hand.

Topping the list is customer service operations making sure the contact center is fully entrenched in social media use as another form of customer self-service. The company said it is imperative that customer service agents are savvy in social media interaction as well as a result of consumers' attraction to social media channels.

"brand-in-hand" or "dedicated" apps, for mobile technology use that allows customers to bypass IVR menus to gain direct access to the contact center for voice interaction or webchat.

EXPECTATIONS FOR 2012



One proven way to accomplish this goal is by embracing support channels that diminish the need for customers to take part in costly phone interactions.



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