



For your customer. WHAT DOES GOOD CUSTOMER SERVICE LOOK LIKE?



most in customer support. 3 57% 58% said companies are clueless, it of consumers noted that their

56% said companies are slow to resolve issues.

said companies are forgetful, they

don't even remember a customer

who has recently talked to a

customer service agent.

expectations were not met because

the company was unavailable by

phone or email.

34%

51%

networking sites.

said companies are impersonal, sometimes they can't even get the customer's name right. 16%

said companies are anti-social, they

are nowhere to be found on social

sometimes feels like the consumer

knows more about the company

than the customer service agent.

Improve search functionality and overall website usability.

34%

volumes. You can hold or try back at another time." most annoying. of consumers ( ages 18-

29% find "Your call is

32%

Please call xxx-xxxxxxx to speak to a representative from xxx team." most annoying. of consumers (ages 50+)

important to us. Please

continue to hold." most

annoying.

29) find "We're unable

to answer your question.

of consumers (ages 50+)

find "We're sorry, but

we're experiencing

unusually heavy call

## **@KISS**metrics

People, not pageviews.

## References:

- 1 http://www.iabuk.net/sites/default/files/research-docs/IAB-and-Lightspeed-Research-UK\_Social-Media.pdf
- http://www.rightnow.com/files/analyst-reports/RightNow\_Customer\_Experience\_Impact\_Report\_North\_America\_2011.pdf http://www.oracle.com/us/products/applications/cust-exp-impact-report-epss-1560493.pdf http://www.inc.com/victor-ho/master-the-art-of-customer-loyalty.html

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