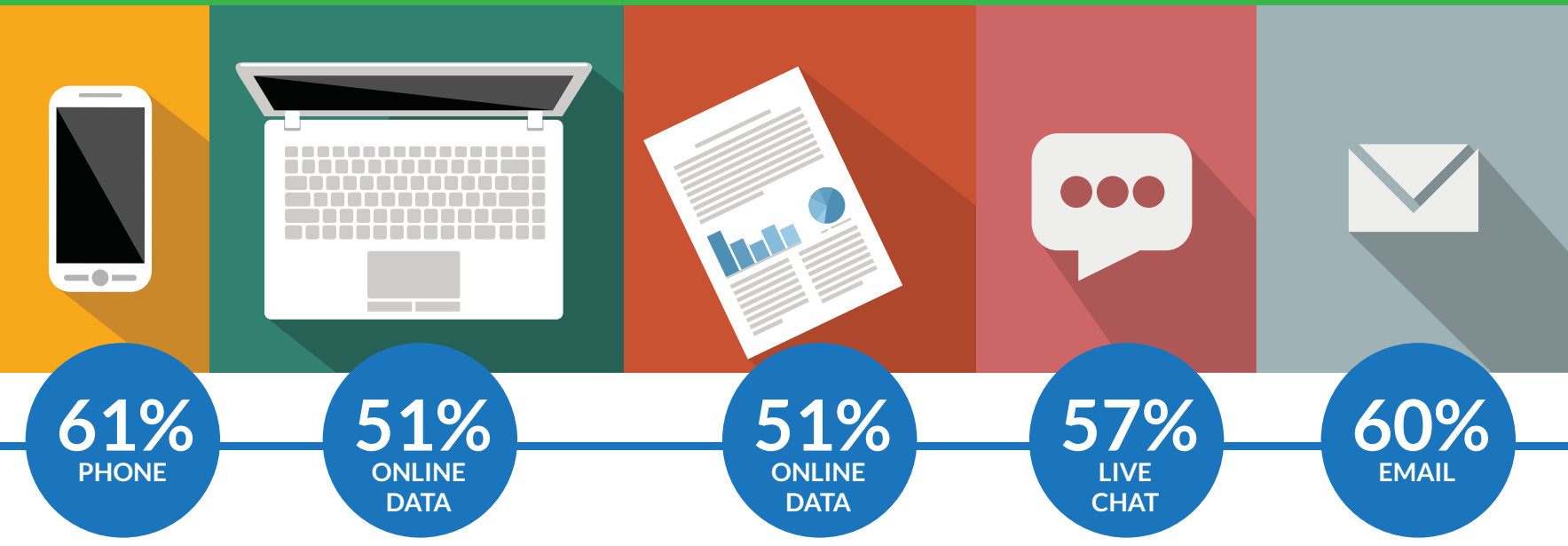


ARE YOU

FACTORING THE CUSTOMER SERVICE IMPACT ON YOUR BUSINESS RESULTS?

CUSTOMERS PREFER ASSISTANCE OVER THE FOLLOWING CHANNELS



CUSTOMERS EXPECT TO RECEIVE SUPPORT QUICKLY.

71% EXPECT SOME ASSISTANCE WITHIN FIVE MINUTES. IF THEY DON'T GET IT 48% WILL ABANDON THE SITE.	72% OF ALL CONSUMERS BELIEVE IT TAKES TOO LONG TO REACH A LIVE AGENT.
69% SAID THEY WERE ON HOLD FOR TOO LONG.	92% OF ALL INTERACTIONS HAPPEN VIA THE PHONE.
85% OF CONSUMERS ARE DISSATISFIED WITH THEIR PHONE EXPERIENCE.	82% OF PEOPLE HAVE STOPPED DOING BUSINESS WITH A COMPANY DUE TO BAD CUSTOMER SERVICE
40% OF PEOPLE BEGIN PURCHASING FROM A COMPETITIVE BRAND BECAUSE OF ITS REPUTATION FOR GREAT CUSTOMER SERVICE	IT TAKES 12 POSITIVE EXPERIENCES TO MAKE UP FOR 1 NEGATIVE EXPERIENCE

CUSTOMER CHURN IS ATTRIBUTED TO THE POOR QUALITY OF CUSTOMER SERVICE.



WHEN COMPANIES OFFER GREAT CUSTOMER EXPERIENCE
86% OF CUSTOMERS WILL PAY MORE
40% WILL BUY MORE

IT COSTS 7 TIMES MORE TO ACQUIRE A NEW CUSTOMER THAN RETAIN AN EXISTING ONE.



70% OF CUSTOMERS WILL DO BUSINESS WITH YOU AGAIN IF YOU RESOLVE THEIR COMPLAINTS.



HAPPY CUSTOMERS WHO GET THEIR ISSUE RESOLVED TELL ABOUT 4-6 PEOPLE ABOUT THEIR EXPERIENCE.



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