

### Trusted Sources

Though significantly more money is spent on advertising than customer service, a recent study shows word-of-mouth recommendations from customers with good experiences are more influential than ads.

**83%** trust independent sources with whom they have a personal relationship over advertising.



### NEWS OF BAD CUSTOMER SERVICES REACHES TWICE AS MANY PEOPLE AS PRAISE FOR GOOD SERVICE EXPERIENCE

**9** people hear of happy customers



**22** people hear of unhappy customers

### CUSTOMER EXPERIENCE + CUSTOMER LOYALTY

The personal attention given to an in-store consumer promotes confidence and trust that leads to repeat business. A similar online experience will result in returning website traffic and more revenue.

Did an online experience influence whether or not you purchased a product or service from a brand?

**97%** YES

Has an online experience ever changed your opinion about a brand or the products or services it offers?

**65%** YES

#### MORE LIKELY TO:

- Tell their friends** **58%**  
Consumers who would recommend a company that delivers a relevant customer experience.
- Consider purchasing again** **73%**  
Consumers who would expand their purchases if they had a superior customer experience.
- Switch to a competitor** **89%**  
Consumers who stopped doing business with a company after a negative customer experience.



- Becomes aware of offerings and begins consideration
- Enters the store or site and makes a purchase or booking
- Uses and talks about their purchase



It takes twelve positive experiences to make up for one unresolved negative experience

### The Value of Customer Experience

**Good Experiences Grab Customers**

**40%** of people began purchasing from a competitive brand because of its reputation for great customer service

**55%** are willing to recommend a company due to outstanding service, more so than product or price

**85%** would pay up to **25% more** to ensure a superior customer service experience

#### Top Reasons Why Customers Switch Brands

- Interaction with a rude employee
- Unexpected charge or fee
- Poor quality of product or service

**Bad Experiences Push Them Away**

**82%** have stopped doing business with a company due to bad customer service

**95%** of customers have taken action as a result of a bad experience. Of those, **79%** told others about their experience.

**85%** wanted to warn others about doing business with the company

**66%** wanted to discourage others from buying from the company

**55%** wanted to vent anger

**24%** wanted to see if the company would take action to resolve the issue

**86%** of customers would pay **25% more** for a better customer experience.

**Social customers will tell an average of 42 people about a good customer experiences**

source: Customers Pay 25% More for Better Experience, State Gazette, 2013; Global Customer Service Barometer by American Express, 2012

**75%**

of consumers say they have spent more with a company because of a history of positive customer service experiences

source: Global Customer Service Barometer by American Express, 2012

Shoppers want a **personalized** experience



**90%** of shoppers will spend up to 20 minutes setting up preferences for personalized offers<sup>1</sup>

**55%** of shoppers expect retailers to offer relevant promotions based on past purchases<sup>2</sup>

**43%** want their prior purchases to result in new product recommendations<sup>3</sup>

The typical online stores gets **43% of revenue** from Repeat purchases.



"The bad news is, our customers hate us. The good news is, we have a lot fewer customers than we used to!"