

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:



- 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



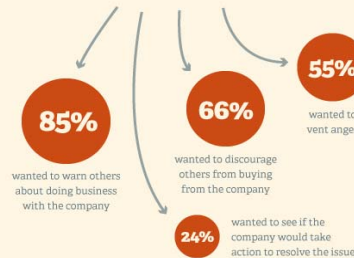
Top Reasons Why Customers Switch Brands

- 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.



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 offers¹

55% of shoppers expect retailers to offer relevant promotions based on past purchases²

43% want their prior purchases to result in new product recommendations³

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!"