

What do customers really think of service?



“3 in 5 Americans would try a new brand or company for a better service experience”

√ 91% of unhappy customers will not willingly do business with you again. Resolve a complaint in their favor, and they will do business with you again 70% of the time. ⁵



√ 7 in 10 people would prefer to spend more with companies they believe provide excellent customer service. ²

√ 80% of companies say they deliver “superior” customer service. Only 8% of people think these same companies deliver “superior” service. ³

√ What goes into a happy customer experience?

- 78% say “competent service representatives”
- 38% say “personalization” ⁶

√ 75% of customers believe it takes too long to reach a live agent. 50% of the time they failed to answer their question. ⁴

Sources: 1 - American Express Survey, 2011 2 - American Express Survey, 2011 3 - Customer Service Hell” by Brad Tuttle, Time, 2011 4 - Customer Experience Impact Report by Harris Interactive/RightNow, 2010 5 - “Understanding Customers” by Rudy Newell-Legner 6 - “The Cost of Poor Customer Service” by Genesys Global Survey, 2009

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