

Make Your Customers Cheer!

CUSTOMER SERVICE TIPS TO HELP WITH THE HOLIDAY RUSH



Customers know you're busy during the holidays and they don't care.

In the 2017 State of Global Customer Service Report, 54% of the global average now have a higher expectation of customer service than just a year ago.



According to Live Chat, Inc., on average, websites receive 63% more website visits during the holiday.

Setting accurate expectations helps inspire calmness and a better understanding from your customers.

According to Accenture, 66% of customers change their loyalty when they face bad customer service.



Holiday Training Process



Make sure you update your new and temporary hires with any updated training materials.

After one negative experience, 51% of customers will never do business with that company again.

U.S. companies lose more than \$62 billion annually due to poor customer service.

Newvoicemedia.com



Retention: The gift that keeps on giving.

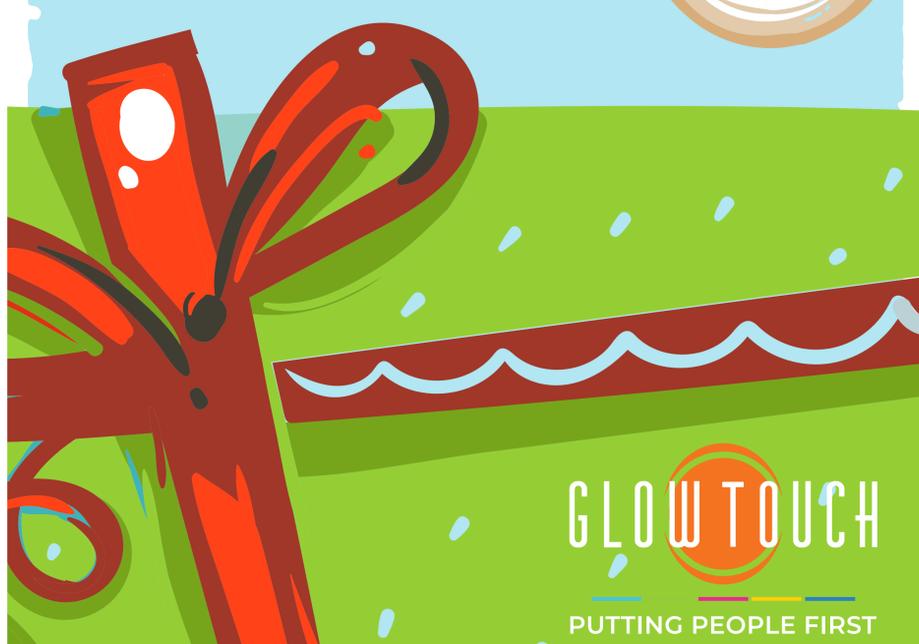
It is anywhere from 5 to 25 times more expensive to acquire a new customer than it is to keep a current one.

Harvard Business Review

The icing on top.

Increasing customer retention rates by 5% increases profits anywhere from 25% to 95%.

Bain & Company



GLOW TOUCH
PUTTING PEOPLE FIRST

GlowTouch LLC provides personalized contact center, business processing, and technology outsourcing solutions to clients around the world. Founded in 2002, its 2,300+ employees deliver operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, GlowTouch is headquartered in Louisville, KY, with additional locations in Mangalore, Bangalore, & Mysore, India, and Santo Domingo, Dominican Republic. To learn more about GlowTouch, visit www.GlowTouch.com.