

15

Customer Experience Facts & Stats



PUTTING PEOPLE FIRST

70%

of buying experiences are based on how the customer feels they are being treated.



In the U.S., the estimated cost of customers switching due to poor service is

1.6 Trillion

- Accenture

Companies that excel at customer experience grow revenues

4-8%

above the market.

- Bain & Co.

12+

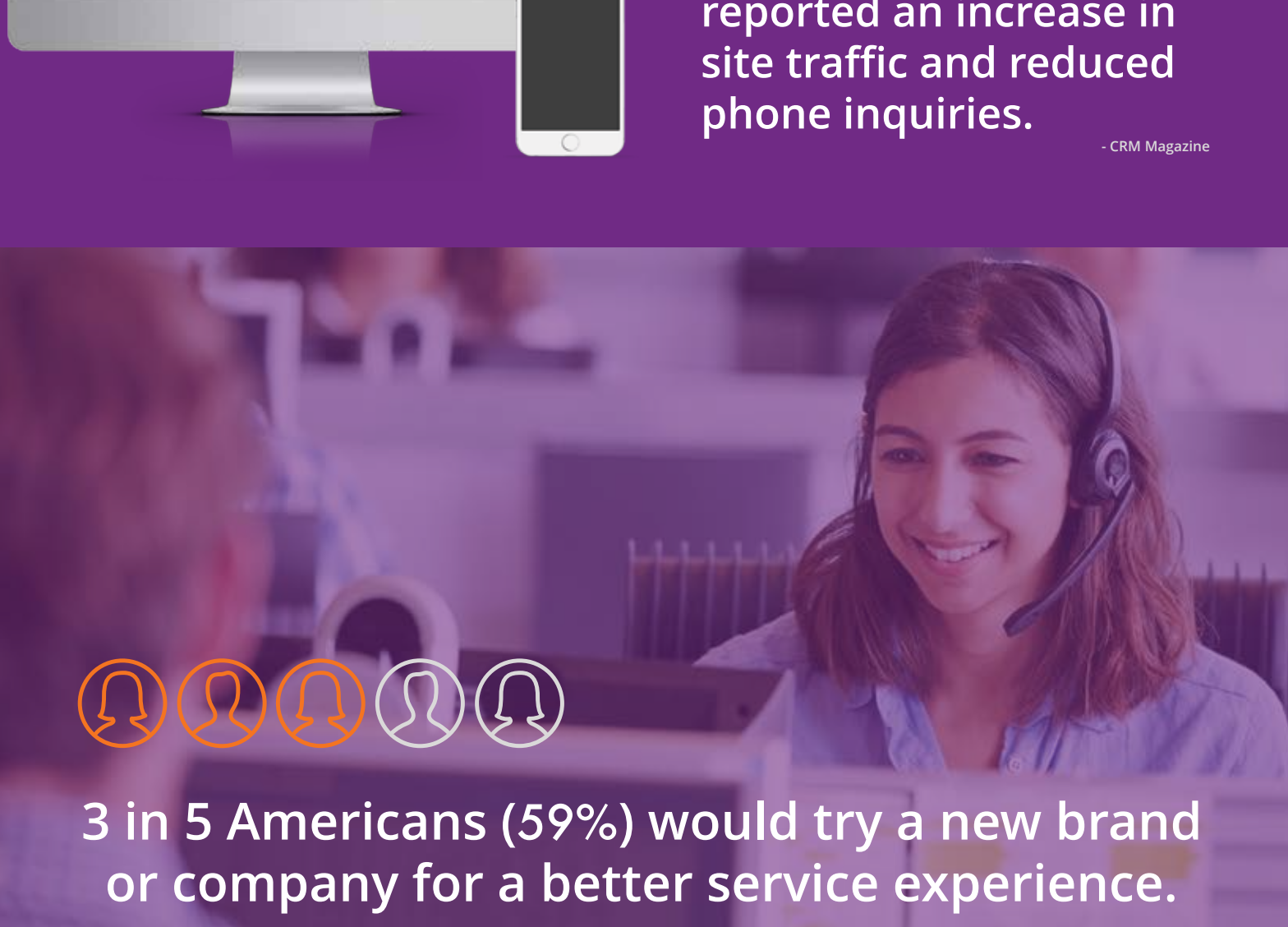
It takes 12 positive customer experiences to make up for one negative experience.

- Parature

91%

of customers who had a bad customer experience won't willingly do business with your company again.

- Glance



45%

of companies offering web or mobile self-service reported an increase in site traffic and reduced phone inquiries.

- CRM Magazine



3 in 5 Americans (59%) would try a new brand or company for a better service experience.

- PWS&I (11/14-15) / Zipp

On average, loyal customers are worth up to

10X

as much as their first purchase.

- White House Office of Consumer Affairs

Any business with customers is in the "people" business.



Losing even a single customer can be very costly. It's critical for companies to turn a complaint into the customer and for the company moving forward.

- HelpScout.net

78%



of consumers have bailed on a transaction or not made an intended purchase because of a poor service experience.

- American Express Survey

Consumers prefer live chat support.

Despite the rise in popularity of businesses offering support through social media, live chat still reigns as consumers' preferred support channel.

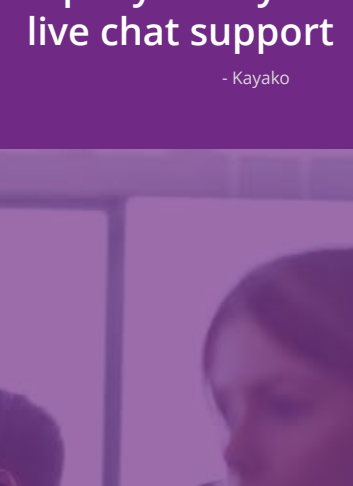


- Kayako

Businesses are realizing that live chat is not just a cost-centered support channel: it has the power to grow their business.



of businesses say offering live chat has had a positive effect on sales, revenue, and customer loyalty



of consumers are more likely to buy from a company if they offer live chat support

- Kayako

Whether it's by phone or live chat support, consumers want to speak to a **REAL PERSON**. Consumers are rarely happy waiting for a delayed reply back.

- Kayako

51%

of consumers are more likely to stay with or buy again from a company if they offer live chat support

63%

of people who spend between \$250-500 a month online are the most likely to both buy from, and be loyal to, companies who offer live chat

- Kayako



Resolve a complaint in the customer's favor and they will do business with you again **70%** of the time.

- Lee Resources

15

Customer Experience Facts & Stats outline just how important it is to focus and deliver a seamless customer experience.