

Customer engagement is on the rise, this means more opportunities to provide excellent customer service, exceed customer expectation and hone loyalty and advocacy of your brand.

Acquiring a new customer costs 7 times more than maintaining an existing one and CX drives over two-thirds of customer loyalty. But it's a high-stakes game, customers are more empowered than ever to make complaints on social platforms and review sites, and to take their business to competitors even after just one negative experience.

What they expect



91% of consumers say they are more likely to shop with brands that provide offers and recommendations that are relevant to them.



40% of social media users expect a brand to respond to them within the first hour of connecting, and nearly 80% expect a response within the first 24 hours.



Employee satisfaction matters

A study found that each one-star improvement in a company's Glassdoor rating corresponds to a 3.2-point out of 100 improvement in customer satisfaction scores (ACSI) for customer service focussed businesses.



Live chat increases conversions on your website by 45%.



64% of internet users say 24-hour service is the best feature of chatbots.

What they say



90% of customers trust a company whose service they rate as «very good».



95% of people who have had a bad experience said they told someone about it, compared to 87% who shared a good experience.



Word of mouth marketing influences 20-50% of all purchasing decisions.



They were also 52% more likely to share it on an online review site.



People are most likely to tell their friends and family about a good or bad experience first, followed by their co-workers.

What they do



As little as a 5% increase in customer retention can increase your profits by 25%.



Repeat customers are likely to spend up to 300% more.



Research shows that 89% of companies offering service excellence perform better financially than their competitors.



90% of people buy from brands they follow on social media.



91% of customers are more likely to make another purchase from a business due to service excellence.



Learn more about Customer Experience and discover our Service Excellence Toolkit