

RESPOND → PLAN → RETURN STRONGER

Customer Service as a Differentiating Factor

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Customer Focus



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Operational Excellence



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Employee Attitude



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Customer Impact

THE CUSTOMER IS KING

86%

CONSUMERS WHO
WILL PAY MORE
FOR BETTER
CUSTOMER SERVICE



7 IN 10

U.S. CONSUMERS HAVE
USED THE TELEPHONE
FOR CUSTOMER SUPPORT
IN THE PAST 10 MONTHS

50%

OF CONSUMERS
WILL WAIT ONE
WEEK FOR A
RESPONSE BEFORE
THEY GO TO THE
COMPETITION

**POOR
CUSTOMER
SERVICE =
\$83 BILLION
COST TO THE U.S.
ECONOMY**

**60 MILLION
HOURS/YR WASTED
#ONHOLDWITH
CALL CENTERS**

YOUR MOST
**UNHAPPY
CUSTOMERS
ARE YOUR GREATEST
SOURCE
OF LEARNING.**
- BILL GATES

89%

CONSUMERS WHO
DID BUSINESS WITH A
COMPETITOR AFTER
RECEIVING POOR
CUSTOMER SERVICE

Sources:

1. http://www.rightnow.com/files/analyst-reports/RightNow_Customer_Experience_Impact_Report_North_America_2011.pdf
2. http://www.genesyslab.com/private/active_docs/Genesys_US_Survey09_screen.pdf
3. <http://www.coursermail.com.au/lifestyle/million-hours-spent-on-hold/story-e6frer4f-1111114777065>

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RETURN STRONGER



Customer Oriented Attitude



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Customer Interactions



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Resolving Customer Problems



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Business Tools



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Setting Expectations



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Top Notch Customer Service

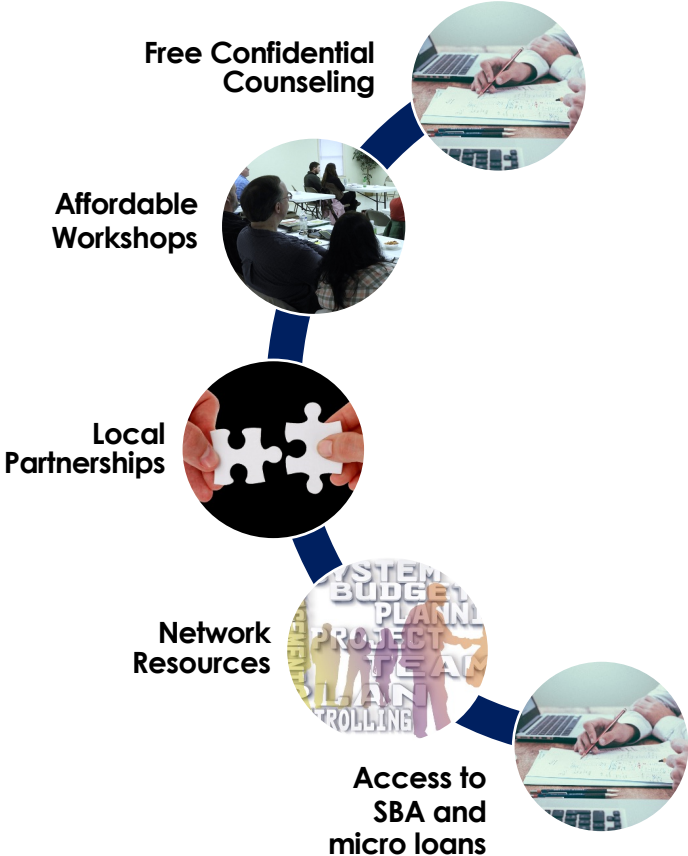


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Competitive Environment



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