

THAT'S WHAT SHE SAID

*Do you know your customers?
Deliver innovative CX at scale based
on actionable insights.*



The Value of an Insanely Great Customer Experience



Believe the key to **great customer service** is a polite customer service representative^[1]



In customer retention can produce **25% more profit**^[2]

The Cost of a Poor Customer Experience



The average value of every lost business relationship in the U.S. per year.^[3]



96%

Of customers will leave because of bad service.^[4]



90%

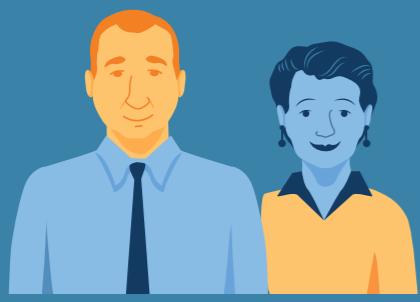
Of Americans use customer service as a factor in deciding whether or not to do business with a company.^[5]



The average American tells **15 people** when they've had a poor customer service experience.^[6]



Common Causes of A Poor Experience



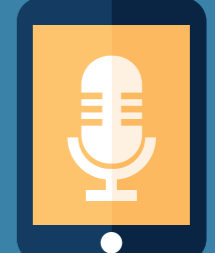
Lack of empowerment at the frontline



Poor integration between channels



Unnecessary segmentation



Poorly designed customer-facing tools (IVR, Self Support)

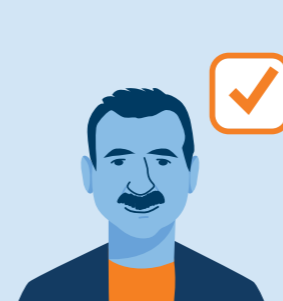
What Do Customers Expect?



Fast and effective resolution



Seamless communication between departments



Proactive and personalized service



The ability to interact in their choice of channel

To learn more about using customer feedback to transform your business, visit alorica.com