

# THAT'S WHAT SHE SAID

Use Customer Feedback to Transform Your Business.

A wealth of feedback is presented to us every day from customers. The challenge is enabling our organizations to listen and respond to it.

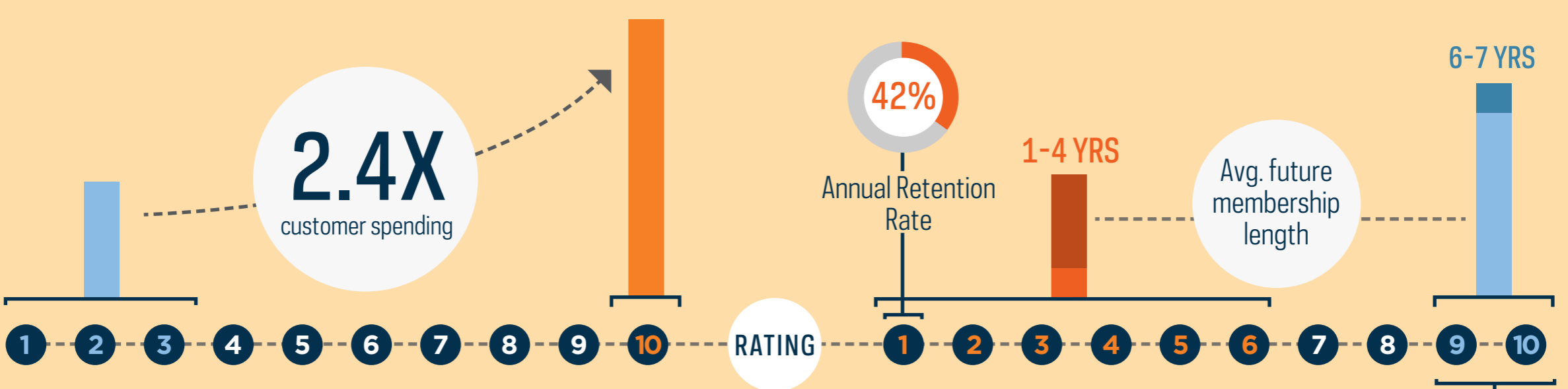


## THE VALUE OF AN INSANELY GREAT CUSTOMER EXPERIENCE<sup>1</sup>

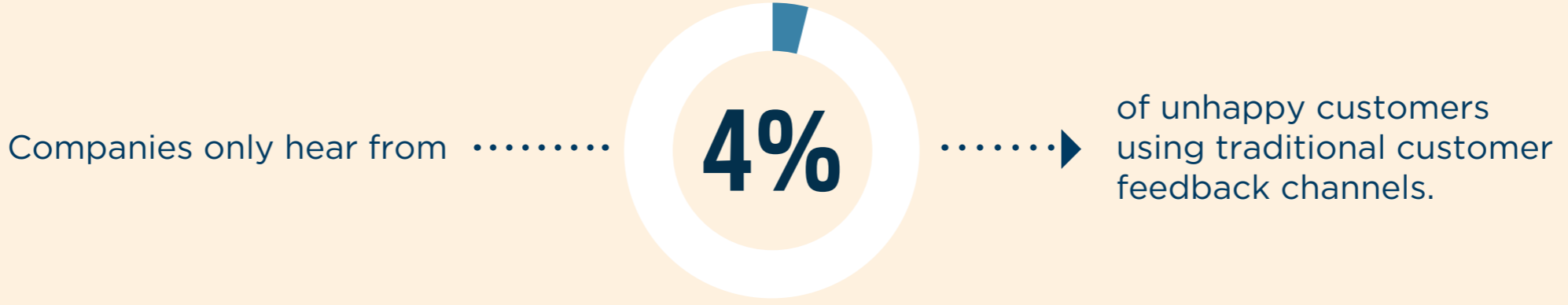


IN A TRANSACTIONAL BUSINESS:

IN A SUBSCRIPTION-BASED BUSINESS:



## THE COST OF A POOR CUSTOMER EXPERIENCE<sup>2,3</sup>



## 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

## 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)

To learn more about using customer feedback to transform your business, visit [alorica.com](http://alorica.com)

REFERENCES  
 1. From the webinar "The Value of Customer Experience, Quantified" Featuring Peter Kriss, a customer experience research scientist at Medallia and a contributor to HBR.org, MARCH 12, 2015  
 2. From: The Cost of Bad Customer Experience <https://blog.kissmetrics.com/customer-service/>  
 3. From: <http://socialmouths.com/blog/2013/03/29/bad-customer-service/>  
 4. EGS Internal Research 2015

