

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.

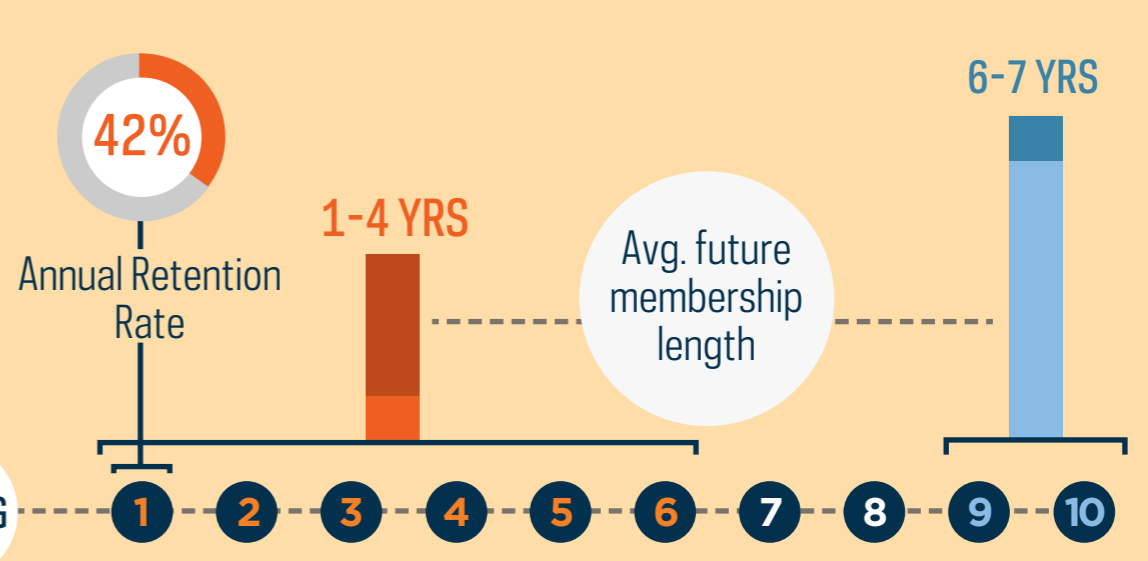
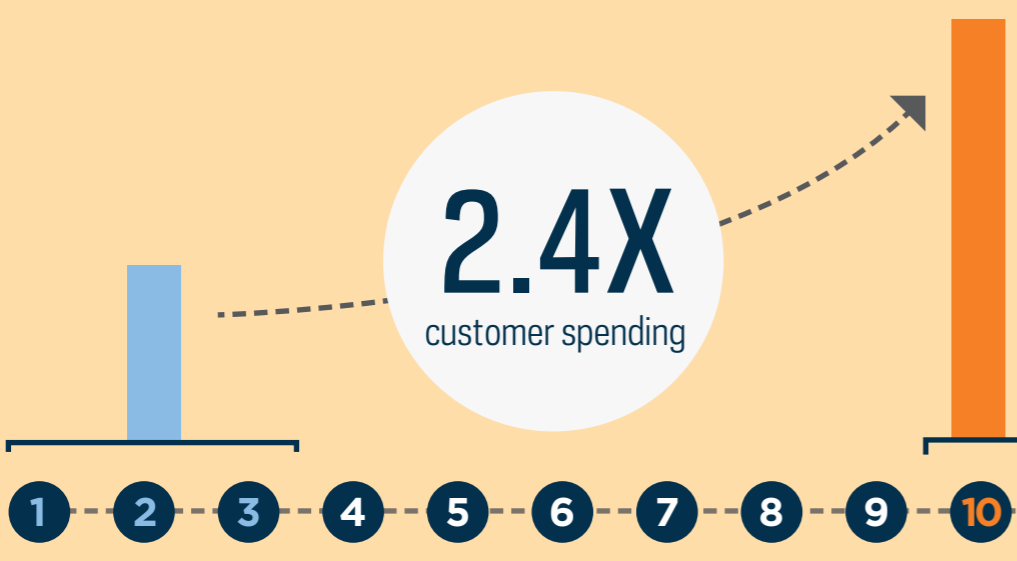


THE VALUE OF AN INSANELY GREAT CUSTOMER EXPERIENCE¹



IN A TRANSACTIONAL BUSINESS:

IN A SUBSCRIPTION-BASED BUSINESS:



Annual spending increases on average 2.4X in customers who rate their experience a 10 when compared to customers who rate their experience a 1-3, on a scale of 1-10.

Members who rate their experience between 1-6 have an average future membership length of 1-4 years, compared to 6-7 years at a rating of 9 or 10. Annual retention rate of members is 42% at a rating of 1 and 70% at a rating of 9 or 10.

THE COST OF A POOR CUSTOMER EXPERIENCE^{2,3}



is the average value of every lost business relationship in the U.S. per year.



\$83 BILLION

is the estimated lost business each year as a direct result of poor experience.

86%



51%



Companies only hear from

4%

of unhappy customers using traditional customer feedback channels.

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



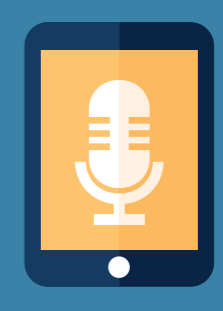
Lack of empowerment at the frontline



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

REFERENCES

- 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
- From: The Cost of Bad Customer Experience <https://blog.kissmetrics.com/customer-service/>
- From: <http://socialmouths.com/blog/2013/03/29/bad-customer-service/>
- EGS Internal Research 2015