

CUSTOMER SERVICE ESSENTIALS

Video Arts Customer Service Essentials set out to improve the customer experience for everyone involved. And here's why...

FIRST IMPRESSIONS

Businesses that believe customer service is a key differentiator:

Source: Epson Business Council Report



THE POWER OF BEHAVIOUR

Top three bad service gripes:

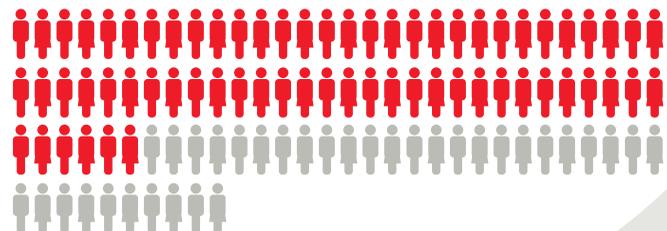
Rude staff	50%
Timeliness	19%
Inability to fix problems	19%

Source: Cognito

CUSTOMER TYPES

66% of UK consumers believe customer service has either stayed the same or deteriorated over the past three years.

Source: Cognito



ADVISING THE CUSTOMER

- 90% of UK shoppers walk away without buying something if they get bad customer service
- 41% of shoppers said the biggest frustration is lack of interest in their needs.

COMMUNICATING EFFECTIVELY

Top 5 reasons for losing customer loyalty:

- 1 Being transferred between staff
- 2 No response to an email
- 3 Length of time on hold
- 4 Being unable to reach a human
- 5 Unknowledgeable staff

Source: Oracle Report

CUSTOMERS ON THE PHONE

How do people contact the customer service team?

Email **49%**
Phone **43%**

Source: Rakuten



ONLINE CUSTOMERS

51% of people expect a response to an online complaint

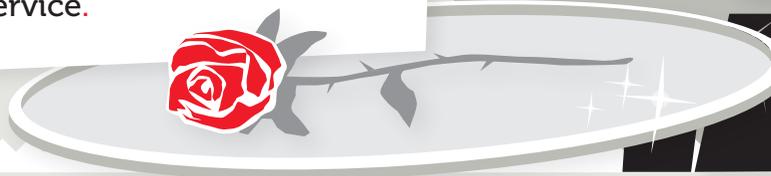
85% never receive one.

Source: Maritz Research

SERVICE FOR SALES

81% of customers would be willing to pay more in order to receive superior customer service.

Source: Oracle



AFTER SALES

Top **5** factors behind customer loyalty:

1

Quality of product or service **30.2%**

2

Excellent customer service **27.5%**

3

Cost **17.3%**

4

Good loyalty rewards **17.1%**

5

Outstanding reputation of the business **4.9%**

Source: Portal

WHEN THINGS GO WRONG

91% don't always complain when they receive poor customer service

40% think organisations don't care.

Source: Rapide

