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

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