

Good customer service is not good enough. It must be great!



During the past two years many end customers have turned to online channels, forcing businesses to adapt and redefine the customer journey and digital-first experience.

Today, customers expect the simple, fast, friction-free experience, digital platforms provide — making it easy and convenient to buy with a simple click, and engage and interact from any device, anytime, anywhere.

The consequences of failing to deliver sufficient customer service

80%

of consumers **will not forgive a bad experience** at a company whose customer service they rate as “very poor”.¹

74%

of customers **are likely to take their business elsewhere** if they find the purchasing process too arduous.²



Poor experiences are frustrating to customers, which leads them to take decisive economic action against the brand.³



67%

have told others about their bad experience.

65%

have switched to a different brand.

65%

stop purchasing from the brand.

1 in 3

customers **will leave** a brand they love after just one bad experience.⁴



Taking care of your customers will increase your revenues



4%-8%

Businesses that prioritise the customer experience **have between 4% and 8% higher revenue than competitors.**⁵

140%

Customers that rate companies with a high customer experience score (for example 10/10) **spend 140% more and remain loyal for up to 6 years.**⁶

1.4x

Customer-focused companies **increase their revenue 1.4x faster** than non-customer-focused companies.⁷

80%

of companies that work to improve their customer experience report an increase in revenue.⁸



56%

of customers say good customer service **inspires loyalty.**⁹

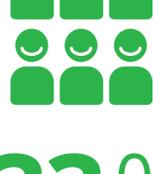


According to customer experience statistics, following are the three major reasons why a business would want to enhance its customer experience.¹⁰



42%

improved cross-selling and up-selling.



33%

improved customer retention



32%

improved customer satisfaction

A path to success for your customer service

There are multiple communication channels to resolve customer service issues. Following are the preferred channels.¹¹

42%

by phone



20%

by email



38%

by digital channels



80%

of companies **believe customer experience is key** to driving customer loyalty and retention.¹²

300%

The number of companies investing in omnichannel customer experiences jumped by **more than 300%** from 2010 and 2020.¹³



70%

of customers say excellent customer experience should be **fast, convenient, helpful**, and must be executed in a friendly manner.¹⁴



80%

of companies are now **investing in omnichannel** experiences.¹⁵



10%

Companies with the **best omnichannel customer experience** enjoy a 10% year-on-year growth.¹⁶

Summary

Understanding the customer journey and values can help business leaders implement a seamless omnichannel strategy, enabling them to reach and meet all customers profiles (including digital-first consumers, and others) while ensuring human engagement with everyone.

To help you make the transition and create the omnichannel experiences customers expect, **DOWNLOAD our guide: “A complete solution for omnichannel customer relationship management”** and discover how Alcatel-Lucent Enterprise can help you engage with customers where they are.

[Download the guide](#)

Sources

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