

CUSTOMER SATISFACTION AND EXPERIENCE

For every customer complaint there are 26 other unhappy customers who have remained silent.

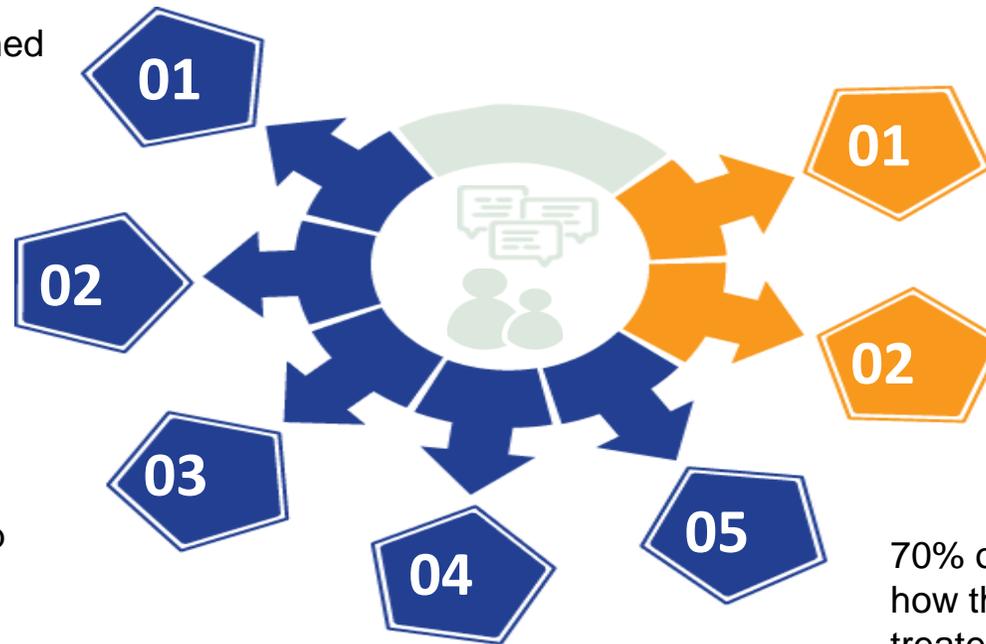
Lee Resource

A dissatisfied customer will tell between 9 – 15 people about their experience. Around 13% of dissatisfied customers tell more than 20 people.

White House Office of Consumer Affairs

It takes 12 positive experience to make up for one unresolved negative experience.

Understanding Customers by Ruby Newell - Legner



78% of surveyed customers say that competent customer service reps are most responsible for a happy customer experience.

Genesys Global Survey

CUSTOMER EXPECTATIONS

55% of consumers would pay more for a better customer experience.

Defaqto Research

One in five shoppers prefer online chat over any other communication method.

BoldChat

70% of buying experiences are based on how the customers feel they are being treated.

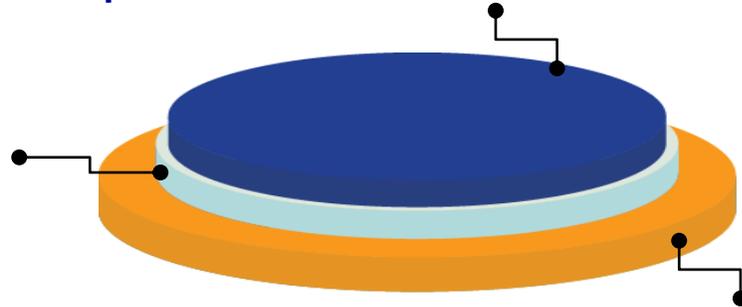
McKinsey

By the year 2020 customer experience will overtake price and product as the key brand differentiator

WHY IMPROVE CX

33% Improve Customer Satisfaction

32% Increase cross-selling & up-selling



42% Improve Customer Retention

Genesys

Companies with the strongest omni-channel customer engagement strategies retain an average of 89% of their customers, as compared to 33% for companies with weak omni-channel strategies.

89% of customers get frustrated because they need to repeat their issues to multiple representatives.

Aberdeen Group

87% of customers think brands need to put more effort into providing a consistent experience,

Accenture

Accenture

CUSTOMER LOYALTY AND RETENTION

1

The probability of selling to an existing customer is 60 – 70%. The probability of selling to a new prospect is 5-20%.

Marketing Metrics

2

On average, loyal customers are worth upto 10 times as much as their first purchase.

White House Office of Consumer Affairs

3

It costs 6-7 times more to acquire a new customer than retain an existing one.

Bain & Co.

4

A 5% increase in customer retention can increase a company's profitability by 75%.

Bain & Co.

5

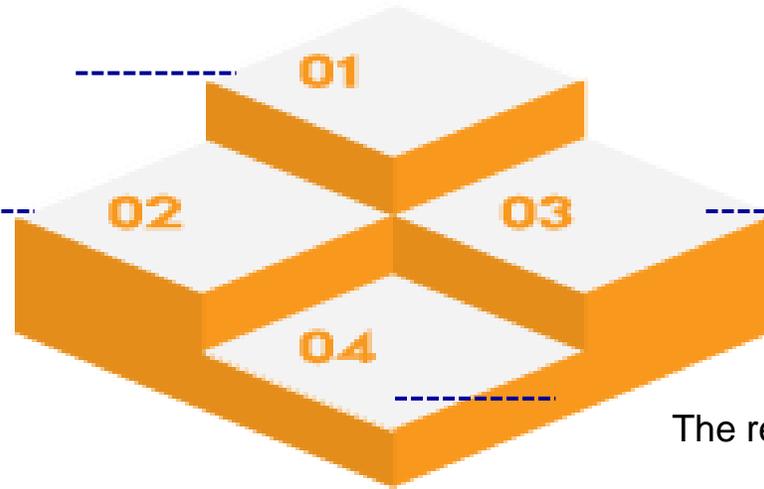
80% of your company's future revenue will come from just 20% of your existing customers.

Gartner Group

What happens if you fail to provide Positive Customer Experience?

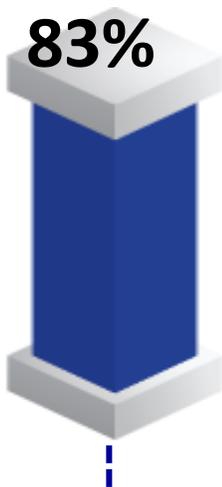
if the customers are not satisfied, 13% of them will tell to 15 or even more people that they are unhappy.

On the other hand, 72% of customers will share a positive experience with 6 or more people.



67% of customers mention bad experiences as a reason for churn, but only 1 out of 26 unhappy customers complain.

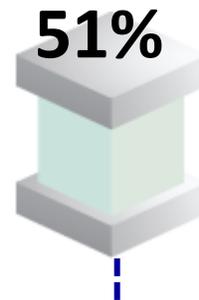
The rest, they just leave, Kolsky claims.



of customers go to company's website for information.



of customers prefer to have self service options available on a brand or organisation's website



of customers either leave or go to a competitor because of website issues.

SELF-SERVICE HELP WILL BE THE FIRST CHOICE

- 50% of customers think it's important to solve product or service issues themselves.
- 70% expect a company's website to include a self-service application.

Mobile Customer experience is priority

84% of companies, who claim themselves to be customer-centric focus on the mobile customer experience

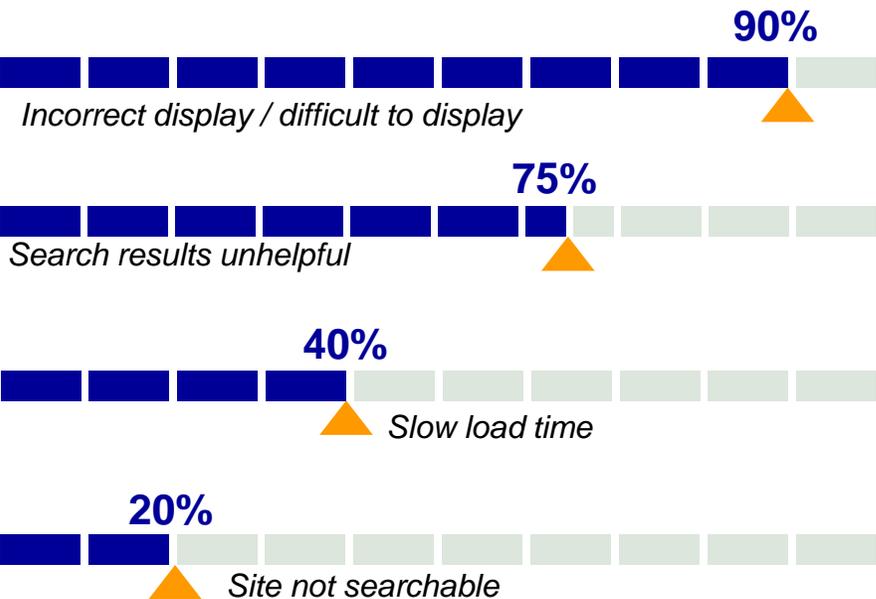
WOW Local Marketing

55%
A frustrating experience on a website hurts my opinion of the brand overall.

66%
if I really like the brand or company, I'm disappointed if The mobile site is A bad experience.

52%
A bad mobile experience makes me less likely to engage with a company.

By 2017 mobile search will generate 27.8 billion more queries than desktop search



Companies have been a bit slow to adapt

- A

Of customers saying they have had poor experience seeking customer support on mobile.

90%
- B

Of customers aged 18-44 use mobile to seek for service more than once a month.

65%

Software advice

A typical business hears from 4% of it's dissatisfied customers.

"Understanding Customers" by Ruby Newell-Legner

THE MOST CRINGE-WORTHY PHRASES CUSTOMERS DON'T WANT TO HEAR



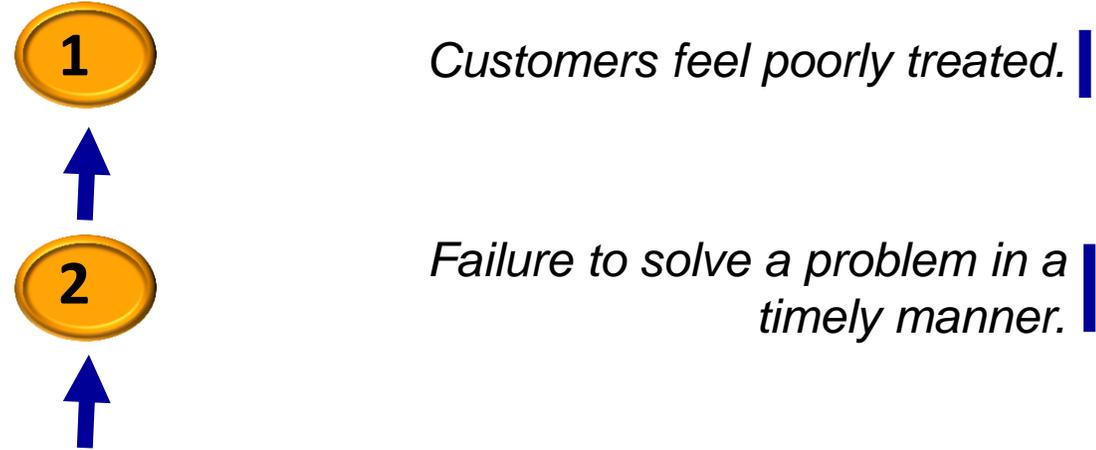
1
"We're unable to answer your question. Please call xxx-xxx-xxxx to speak to a representative from xxx team."

2
"We're sorry, but we're experiencing unusually heavy call volumes. You can hold or try back at another time."

3
"Your call is important to us. Please continue to hold."

Customer Experience Impact Report by Harris Interactive/RightNow, 2010

TOP TWO REASONS FOR CUSTOMER LOSS



1
Customers feel poorly treated.

2
Failure to solve a problem in a timely manner.

70% of buying experiences are based on how the customer feels they are being treated.

Touch Agency

American Express Survey, 2011

Quotes on customer service

A

There are many who subscribe to the convention that service is a business cost, but our data demonstrates that superior service is an investment that can help drive business growth.

Investing in quality talent, and ensuring they have the skills, training and tools that enable them to empathize and actively listen to customers are central to providing consistently excellent service experiences.”

Jim Bush, Executive VP at American Express

B

“ Customer service is the new marketing.”

Derek Sivers, CD Baby

C

A new product will be copied within days, a new price offer will be beaten or matched within hours, service is the only key differentiator.

Good consistent service is hard to replicate and is a sustainable competitive advantage.

Social Media customer service

Only 23%
of companies
provide customer service on
Facebook.

Oracle Retail

46%
of online customers
expect brands to provide
customer service on
Facebook

Oracle Retail

Monitor your brand's mentions
on social media channels so
you can respond to customer
complaints before they
escalate. It's an opportunity to
wow them!

70%
of companies ignore
customer complaints on
Twitter.

Maritz Research

83%
of complaints that
received a reply on
social media liked or
loved the facts that the
company responded

Bain & Co

Over 1 million people view
tweets about customer service
every week. Roughly 80% of
those tweets are negative or
critical in nature.



88%
of consumers are less likely
to buy from companies that
leave complaints on social
media unanswered.

Conversocial

Implications for Doha Bank

Online complaints management **01**

Complaints and feedback management process **02**

On boarding TAT service guarantees **03**

NPS, mystery shopping **04**

05 Click to call and click to chat capability

06 Complaints and service request service guarantees

07 Social media monitoring
Sentiment analysis

08 Front line product knowledge

09

VOC BASED CUSTOMER PROPOSITIONS