SUPPORT STARTS HERE
the assistance provided by a company to those people who buy or use its products or services.
A huge part of customer experience relies on customer service.
Lauren Jeffcoat

@lujeffcoat
Why is customer experience important?

Because it builds trust.
EVERY. SINGLE. PERSON

- Are you a customer support representative?
- Do you own a business?
- Do you work for a business?
- Do you buy things?
Consumers will pay more for a good customer experience.
By 2020, customer experience will overtake price and product as the key brand differentiator.
89% of customers get frustrated because they need to repeat their issues to multiple representatives.
happy customers will share a positive experience with 6 or more people.
Unsatisfied customers will tell 15 or **MORE** people that they are unhappy.
unhappy customers complain.
The rest? They just leave.
Do you know why your customers are leaving?
<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Die</td>
<td>1%</td>
</tr>
<tr>
<td>Go to competition</td>
<td>9%</td>
</tr>
<tr>
<td>Move away</td>
<td>3%</td>
</tr>
<tr>
<td>Develop other relationships</td>
<td>5%</td>
</tr>
<tr>
<td>Go to competition</td>
<td>9%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>14%</td>
</tr>
<tr>
<td>Leave because of rude service</td>
<td>68%</td>
</tr>
</tbody>
</table>
BAD CUSTOMER SERVICE WILL SPREAD LIKE WILDFIRE.
HOW TO AVOID BAD CUSTOMER SERVICE
RESPOND QUICKLY
UTILIZE GOOGLE ALERTS
EXCEED EXPECTATIONS
TAKE RESPONSIBILITY
ASK FOR FEEDBACK
IS THE CUSTOMER ALWAYS RIGHT?
HELL NO
NEVER BE PULLED INTO AN ARGUMENT WITH A CUSTOMER.
BEST PRACTICES IN CUSTOMER SERVICE
The more time you spend planning for great service, the less time you spend actually delivering it.
GIVE THE CUSTOMER WHAT THEY WANT.

- Greet Me
- Value Me
- Listen to Me
- Help Me
- Invite Me Back
MOBILE SUPPORT IS KEY.
MULTIPLE CHANNELS OF SERVICE

But at the same time, remain consistent.
ENABLE SELF-SERVICE
BE TRANSPARENT
IMPLEMENTING REVIEWS
Online reviews are 12 times more trusted than marketing efforts.
67% of online shoppers are influenced by reviews.
Awesome Customer Service = Happy Customers = Free Marketing
THE GOOD, THE BAD, THE UGLY

Real life examples of customer experiences.
GO THE EXTRA MILE
more likely to sell an existing happy customer than sell to a new customer.
Satisfied customers are the best way to market your business, because they are the ones that become your word-of-mouth army. They are your customer evangelists.

- Scott Stratten
Thanks

Any questions?