

SATISFACTION GUARANTEED?

We've compared the market...



When it comes to selecting a supplier for their services consumers have so much choice; but as time becomes an ever more valuable commodity they have less time to choose, and even less to spend dealing with them.

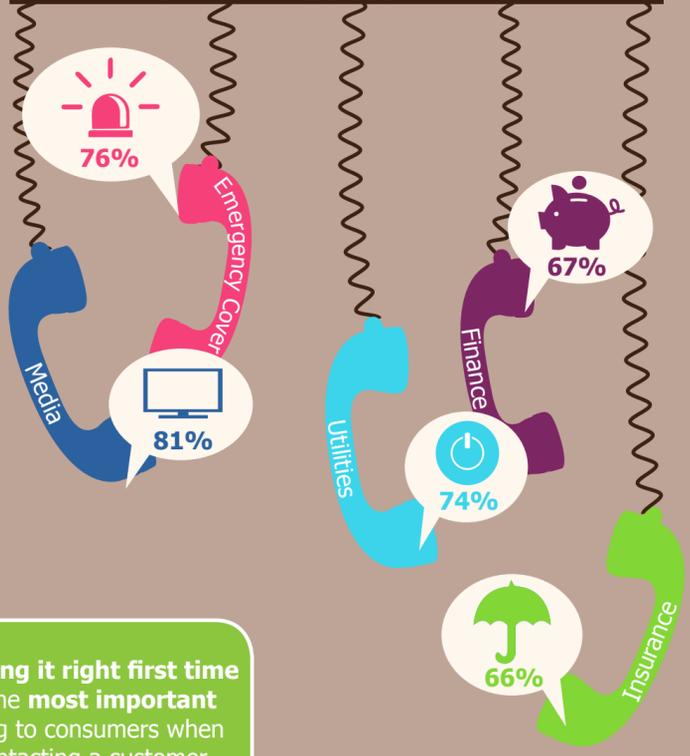
Price, special offers and a positive presence are all likely to help attract new customers, but retaining them can be a more complex relationship. Switching supplier can be done at the click of a button; making it more important than ever to keep your customers happy once you've got them.



It is not uncommon for the average household to have dealings with **20 service providers**

Cost ranks as the **most important factor** when selecting a provider, but more than half of consumers state something else

When it comes to making contact with customer service departments, phone contact still dominates for all these service industries; although electronic contact is increasing especially among younger customers

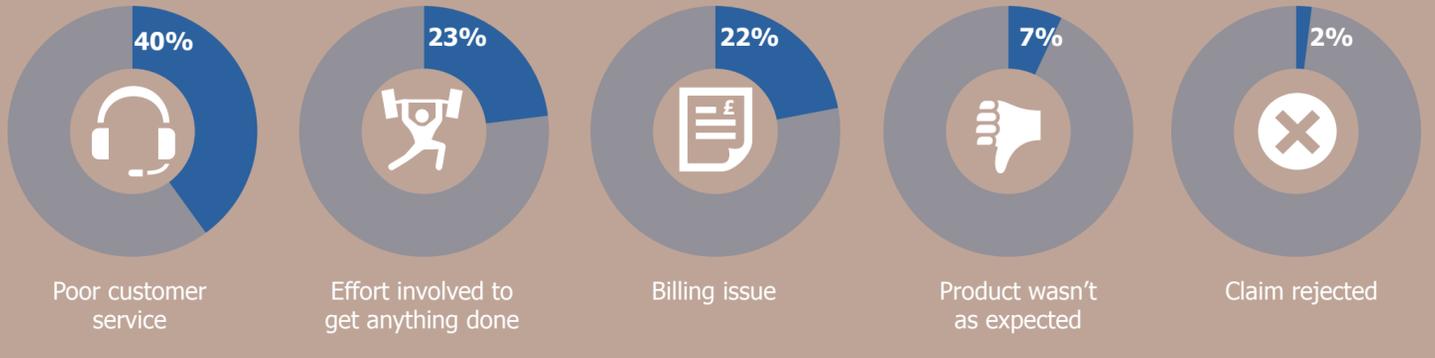


Getting it right first time is the **most important** thing to consumers when contacting a customer service department

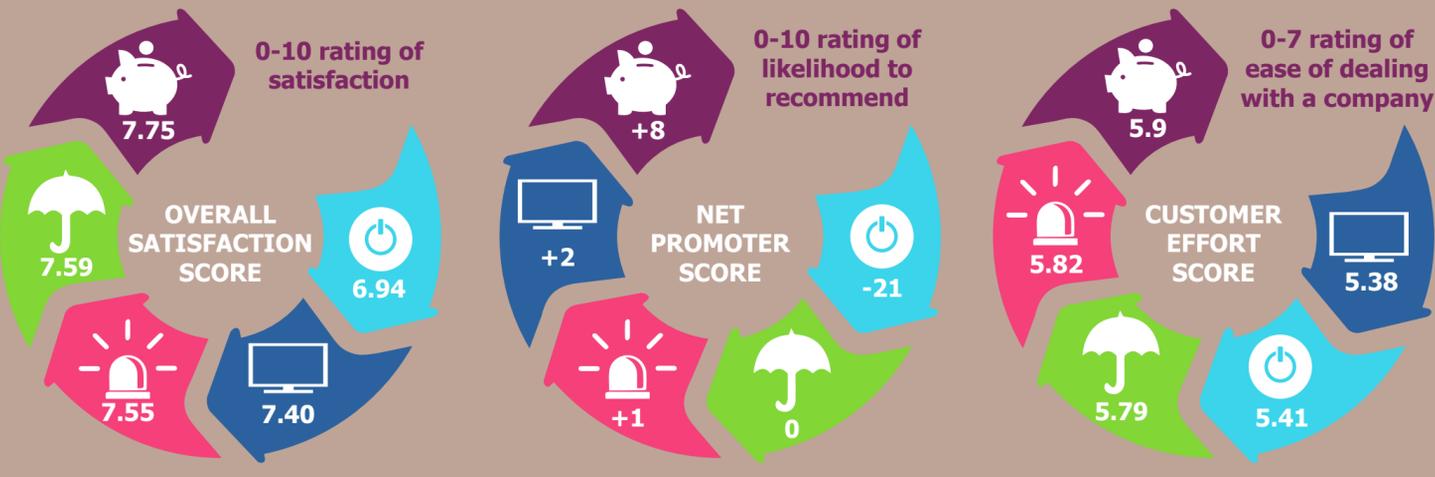
1 in 5 consumers cancelled a contract due to **poor customer experience**, a huge warning to all providers



Areas of 'Poor Customer Experience' that cause consumers to cancel



Providers across 20 service areas were rated across 3 widely used KPIs. **Financial services topped all three** while **utilities is seen as the worst performer**



From Satisfaction to NPS and Customer Effort... The key element in all of these measures is how you use them internally to drive your customer experience