

# 15

## Customer Experience Facts & Stats



# 70%

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

- McKinsey

In the U.S., the estimated cost of customers switching due to poor service is

# 1.6 Trillion

- Accenture

Companies that excel at customer experience grow revenues

# 4-8%

above the market.

- Bain & Co.

# 12+

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

- Parature

# 91%

of customers who had a bad customer experience won't willingly do business with your company again.

- Glance

# 45%

of companies offering web or mobile self-service reported an increase in site traffic and reduced phone inquiries.

- CRM Magazine

3 in 5 Americans (59%) would try a new brand or company for a better service experience.

- PFS&B (11+ SA-) /SDR

On average, loyal customers are worth up to

# 10X

as much as their first purchase.

- White House Office of Consumer Affairs

*Any business with customers is in the "people" business.*



Losing even a single customer can be very costly. It's critical for companies to turn a complaint into a positive for the customer and for the company moving forward.

- HelpScout.net

# 78%

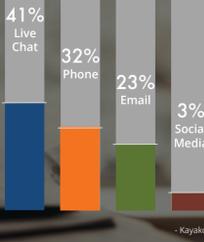


of consumers have bailed on a transaction or not made an intended purchase because of a poor service experience.

- American Express Survey

### Consumers prefer live chat support.

Despite the rise in popularity of businesses offering support through social media, live chat still reigns as consumers' preferred support channel.



- Kayako

Businesses are realizing that live chat is not just a cost-centered support channel: it has the power to grow their business.

# 79%

of businesses say offering live chat has had a positive effect on sales, revenue, and customer loyalty

# 38%

of consumers are more likely to buy from a company if they offer live chat support

- Kayako

Whether it's by phone or live chat support, consumers want to speak to a **REAL PERSON**. Consumers are rarely happy waiting for a delayed reply back.

- Kayako

# 51%

of consumers are more likely to stay with or buy again from a company if they offer live chat support

# 63%

of people who spend between \$250-500 a month online are the most likely to both buy from, and be loyal to, companies who offer live chat

- Kayako



Resolve a complaint in the customer's favor and they will do business with you again **70%** of the time.

- Lee Resources

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Customer Experience Facts & Stats outline just how important it is to focus and deliver a seamless customer experience.

This infographic is provided by GlowTouch, an award-winning customer support services firm that assists companies worldwide with customer and technical support across live chat, email and phone.

glowtouch.com | letschat@glowtouch.com | 502 410 1732