

Make Your Customers Cheer!

CUSTOMER SERVICE TIPS TO HELP WITH THE HOLIDAY RUSH



Customers know you're busy during the holidays and they don't care.

In the 2017 State of Global Customer Service Report, 54% of the global average now have a higher expectation of customer service than just a year ago.



According to Live Chat, Inc., on average, websites receive 63% more website visits during the holiday.

Setting accurate expectations helps inspire calmness and a better understanding from your customers.

According to Accenture, 66% of customers change their loyalty when they face bad customer service.



Holiday Training Process



Make sure you update your new and temporary hires with any updated training materials.

After one negative experience, 51% of customers will never do business with that company again.

U.S. companies lose more than \$62 billion annually due to poor customer service.

Newvoicemedia.com



Retention: The gift that keeps on giving.

It is anywhere from 5 to 25 times more expensive to acquire a new customer than it is to keep a current one.

Harvard Business Review

The icing on top.

Increasing customer retention rates by 5% increases profits anywhere from 25% to 95%.

Bain & Company



GLOW TOUCH

PUTTING PEOPLE FIRST

GlowTouch is a global customer care rightsourcing organization that puts people first. Whether you are ready to effectively scale your care operations or seamlessly integrate customer success across your channels, platforms, and devices, you can depend on GlowTouch to support your needs.

GlowTouch is a woman-led organization, and is headquartered in Louisville, KY, with US offices in Chicago, IL, Dallas, TX, and India offices and delivery centers in Mangalore and Bangalore. We invest in our people so they can bring your company long-term growth. Y(our) success enables us to give more back to the community – and that's good for us all.

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