

# 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.

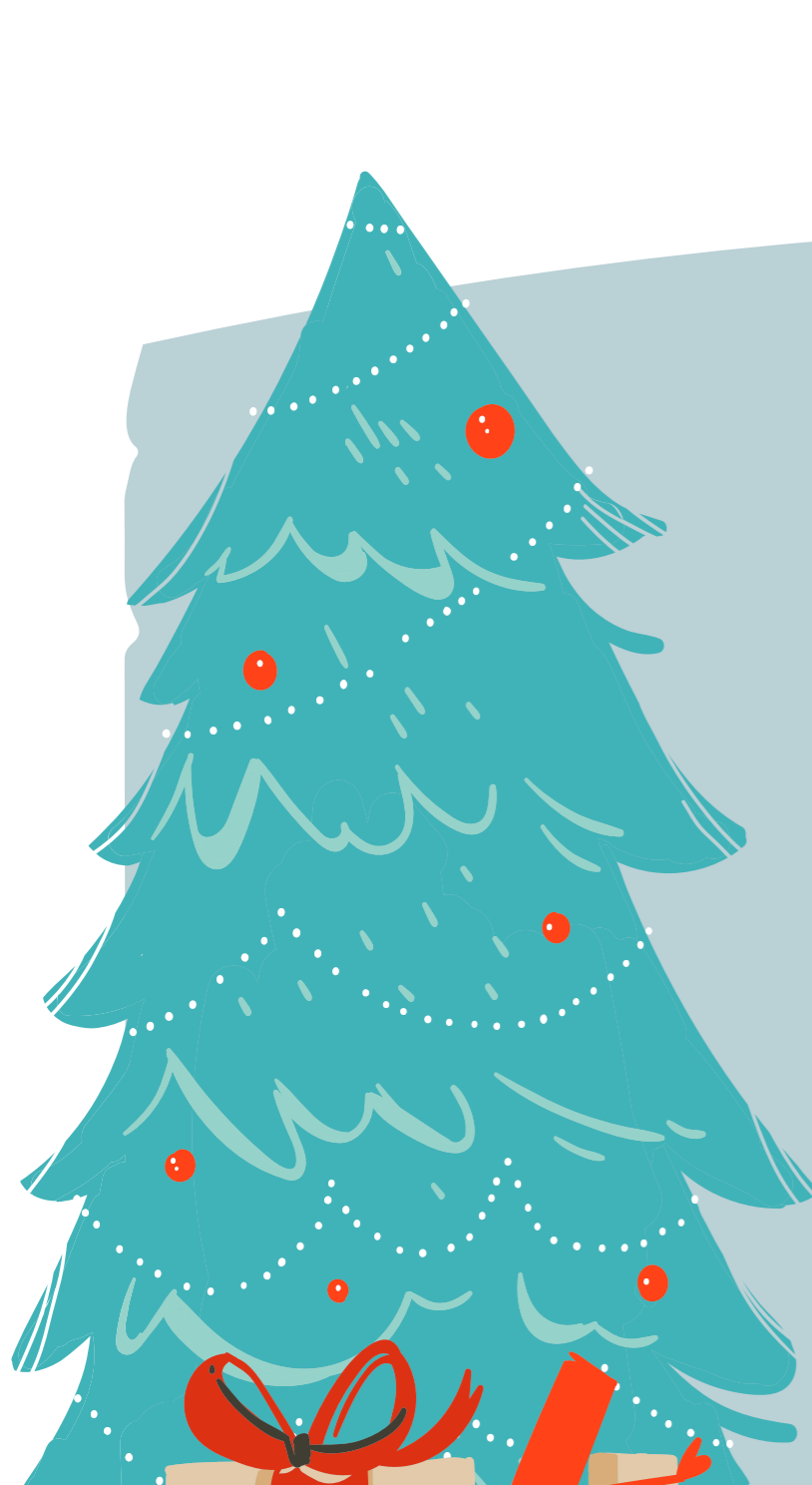
U.S. companies lose more than \$62 billion annually due to poor customer service.

[Newvoicemedia.com](http://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](http://Harvard Business Review)



**The icing on top.**

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

[Bain & Company](http://Bain & Company)



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PUTTING PEOPLE FIRST

GlowTouch provides outstanding contact center and technology outsourcing solutions to clients around the world. Specializing in omnichannel customer and technical support, we solve issues, satisfy customers, and sell additional services, therefore providing a superior return on investment for our clients.

Find us online at [glowtouch.com](http://glowtouch.com).

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