



# Customer Service: The Unsung Hero of a Successful Business

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# Companies Rated Poorly in Customer Service



# Companies Rated Best Customer Service





## Why Customer Service is So Important?

1. Customers Remember Their Experience
2. Customers Will Feel Valued
3. Earn Referrals
4. Continue Relationship



## What do the Stats Say?

- 76% think Customer Services shows the value of the product or service
- 47% of consumers say that a fast response is key element
- 75% of companies recognize service as a competitive differentiator

# WHAT HAPPENS AFTER POOR CUSTOMER EXPERIENCE

56%

Will never use  
a company again

25%

Over 25% will  
recommend friends  
not to use the  
business

20%

Will take revenge by  
posting a review online



U.S. Businesses annually lose  
an estimated **\$83 billion** due to  
poor customer service

14%

Will share a poor experience  
on social media

Resource:  NEWVOICEMEDIA

54%

Will escalate  
to a supervisor  
or manager

52%

Will tell family  
and friends about  
the experience

40%

Will cease doing  
business with  
the company

Resource:  CLICKFOX



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## Section III

- Best practices
  - How to deal with difficult customers
    - Listen
    - Empathise
    - Workaround
    - Language barrier
    - Keep cool!
    - Ask for help.
    - What you can do
    - If you have to say no.

## Section III contd...

- Acknowledge mistakes
- Be understanding, empathetic
- Fast, accurate responses
- Friendly
- Put yourself in their shoes
- Continually update information
- Be aware of issues within your department