

WHAT ARE THE KEYS TO GREAT CUSTOMER SERVICE?

Top-notch customer service provides value to customers that goes well beyond their initial purchase - and this value will positively impact your company.

3 REASONS TO PRIORITIZE CUSTOMER SERVICE

1) TO CREATE AN EXCELLENT IN-STORE SHOPPING EXPERIENCE.

Our 2020 Consumer Survey reported that 35% of respondents listed customer service and helpful staff as the reason for their excellent in-store shopping experience - and this keeps them coming back.

2) TO STAY TOP-OF-MIND.

77% of consumers would recommend a brand to a friend after only one positive experience. Your new “word of mouth” customer already has a level of confidence in your business thanks to their friend’s recommendation. It takes time to build trust with customers who find you via other channels.

3) TO PROTECT THEIR BOTTOM LINE.

86% of buyers will pay more for a great customer experience. Customer service is an investment in the future of any company. What’s more, investing in the customer experience also boosts employee engagement 10% to 20%.

WHAT MAKES FOR A DELIGHTFUL IN-STORE CUSTOMER EXPERIENCE?

This is what consumers want:

- Friendly, upbeat, proactive, and positive employees
- Informed staff that are able to answer any questions, from those regarding products to policies
- Helpful in-store team when it comes to finding products and solving problems
- Companies to understand their needs and expectations
- Consistent and positive experiences across all interactions with the company