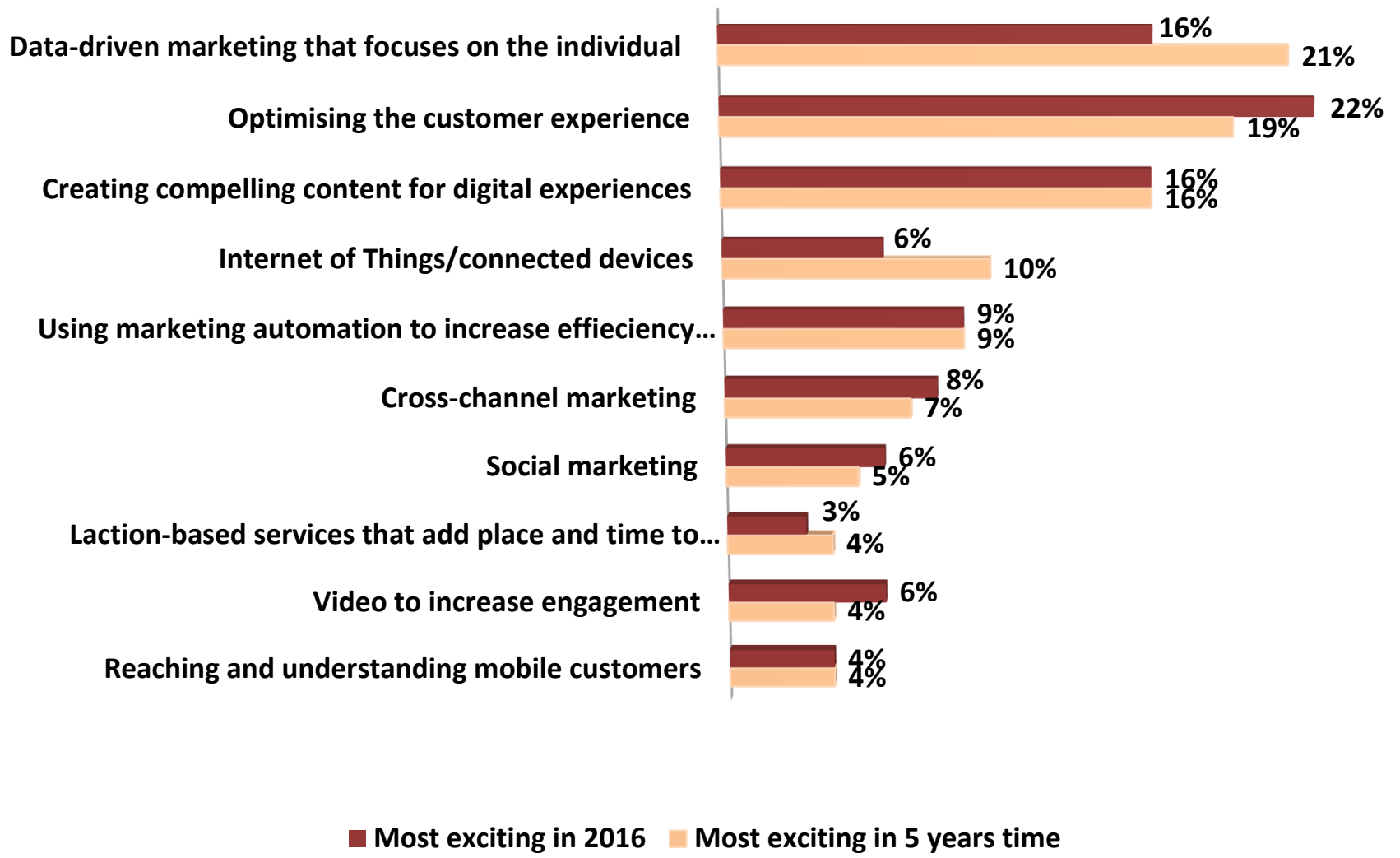


Customer Service Stats

Most exciting opportunity – 2016 vs. 'five years' time'

Source: Quarterly Digital Intelligence Briefing: 2016 Digital Trends by Econsultancy & Adobe



The Power of (Dis-)satisfaction

TYPICAL BUSINESS HEARS FROM...
4% OF DISSATISFIED CUSTOMERS

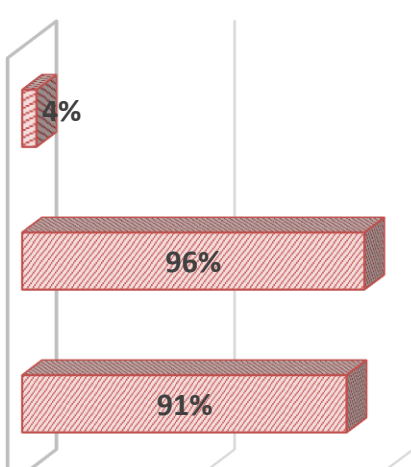


The probability of selling to an existing customer is 60 – 70%. The probability of selling to a new prospect is 5-20%. (Source)

Dissatisfied Customers

Customers who don't voice complaints

Customers who will never come back



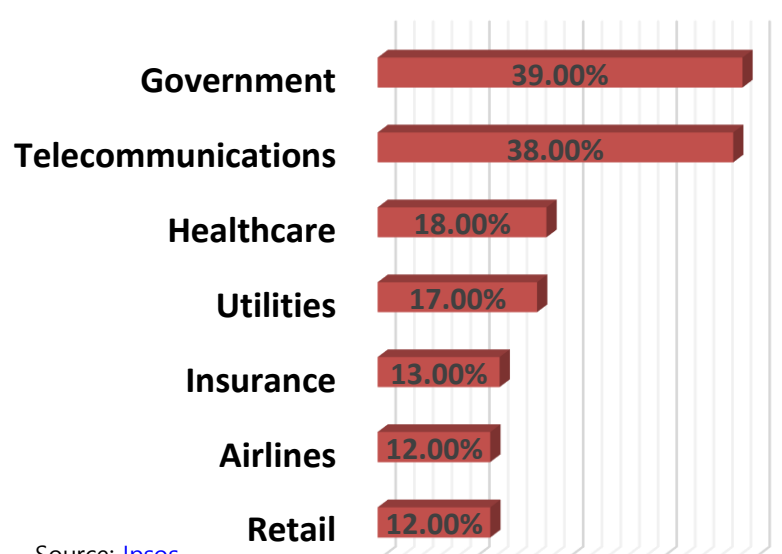
Source: "Understanding Customers" by Ruby Newell-Legner via HelpScout

62% of global consumers have stopped doing business with a brand or organization due to a poor customer service experience. (Source)

INDUSTRIES WITH THE WORST CUSTOMER SERVICE



It takes 12 positive experiences to make up for one unresolved negative. (Source)



Source: Ipsos

What lies ahead in 2017?

By 2017, more than half of consumer product and service R&D investments will be redirected to customer experience innovation. (Source)

Over 70% of contact centres will offer web chat by the end of 2016, up from just 33% in 2015. (Source)

Facebook and Twitter will account for a full one-third of all digital advertising by 2017. (Source)

43% strongly agree that the future of the help desk is in mobile; 55% agree; 2% disagree (Source)



"The installed base of "things," excluding PCs, tablets and smartphones, will grow to 26 billion units in 2020", Olive Huang; Gartner



'Courteous treatment will make a customer a walking advertisement.' James Cash Penney