

Customer Service as a Differentiating Factor

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Customer Service as a Differentiating Factor



Customer Focus



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Customer Service as a Differentiating Factor



Operational Excellence



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Customer Service as a Differentiating Factor



Employee Attitude

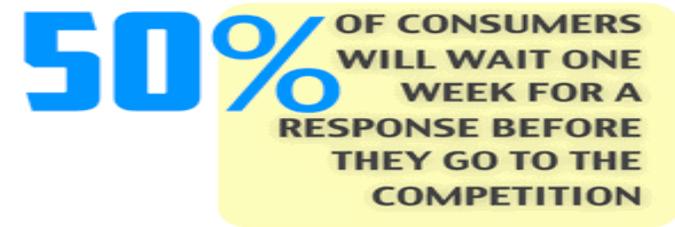


Customer Service as a Differentiating Factor



Customer Impact

THE CUSTOMER IS KING



POOR CUSTOMER SERVICE = \$83 BILLION COST TO THE U.S. ECONOMY

60 MILLION HOURS/YR WASTED #ONHOLDWITH CALL CENTERS

YOUR MOST UNHAPPY CUSTOMERS ARE YOUR GREATEST SOURCE OF LEARNING.
- BILL GATES

89% CONSUMERS WHO DID BUSINESS WITH A COMPETITOR AFTER RECEIVING POOR CUSTOMER SERVICE

Sources:
1. http://www.rightnow.com/files/analyst-reports/RightNow_Customer_Experience_Impact_Report_North_America_2011.pdf
2. http://www.genesyslab.com/private/active_docs/Genesys_US_Survey09_screen.pdf
3. <http://www.couriermail.com.au/lifestyle/million-hours-spent-on-hold/story-e6frer4f-1111114777065>

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Customer Service as a Differentiating Factor



Customer Oriented Attitude



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Customer Service as a Differentiating Factor



Customer Interactions



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Customer Service as a Differentiating Factor



Resolving Customer Problems



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Customer Service as a Differentiating Factor



Business Tools



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Customer Service as a Differentiating Factor



Setting Expectations



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Customer Service as a Differentiating Factor



Top Notch Customer Service



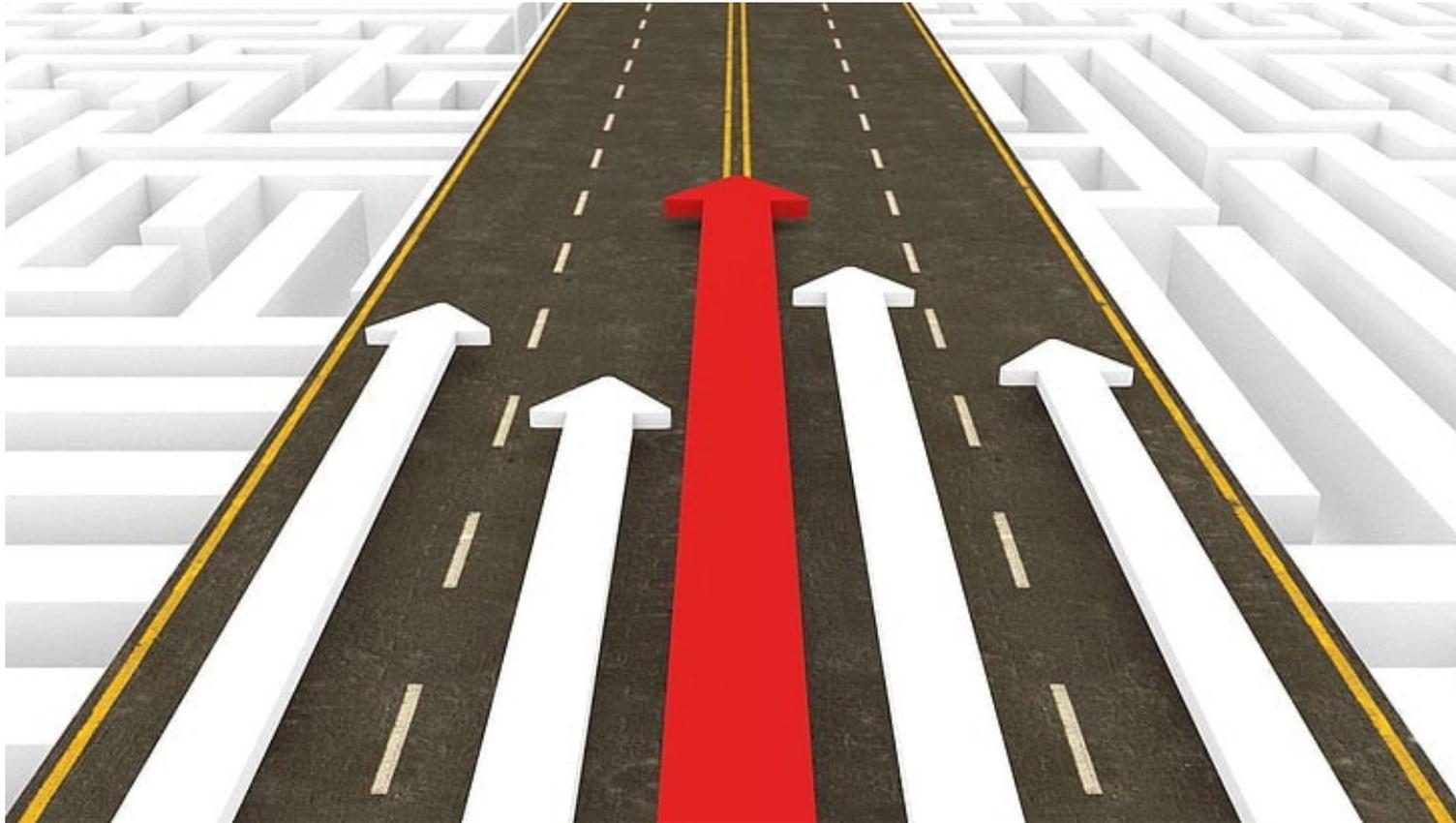
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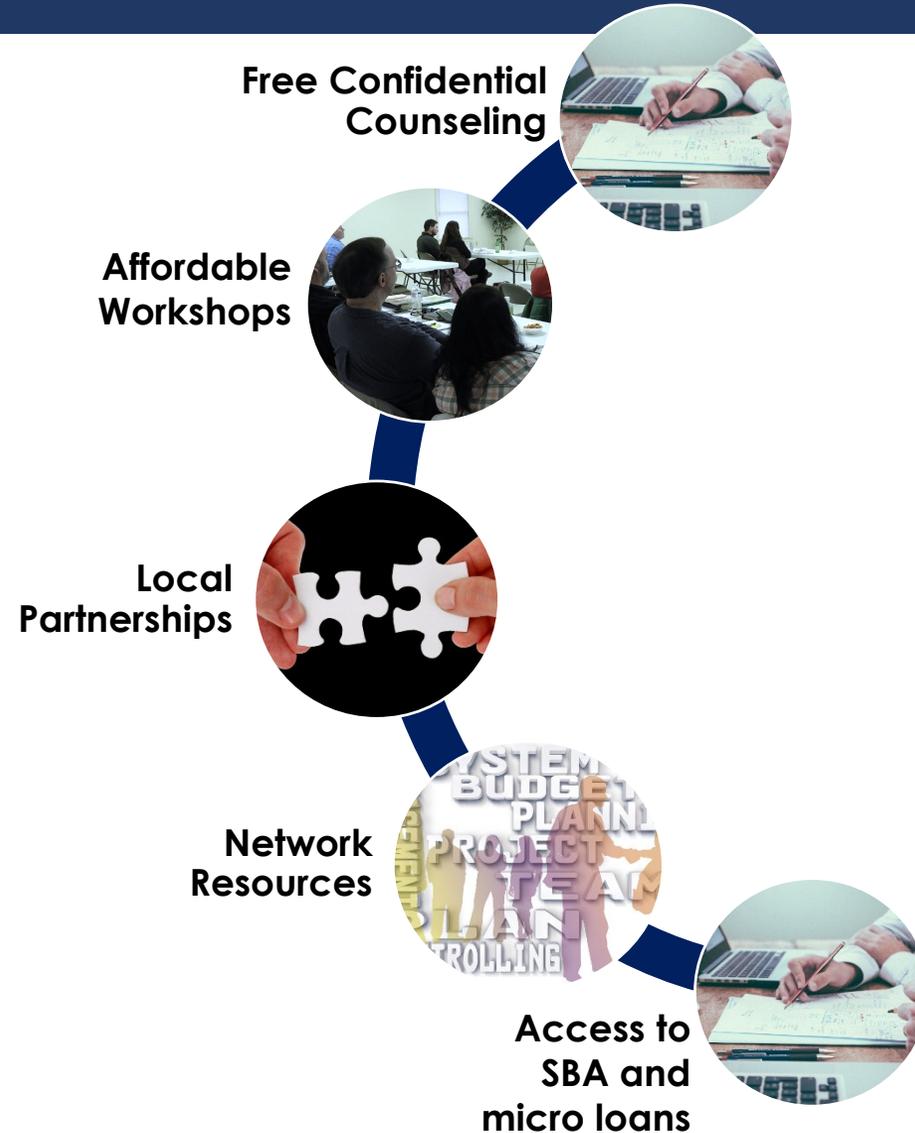
Customer Service as a Differentiating Factor



Competitive Environment



SBDC Services



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