# Customer Experience Sets You Apart

Overview

The importance of understanding your customer experience has never been greater in today's ultra-competitive markets. Businesses closest to their customers are growing fast, while their competition is being left behind.

Key Learning Points

- Every business is a Contact Center Customer
- Customers demand digital interactions
- Omnichannel functionality
- Analytics
- Artificial Intelligence's impact

Customers have very specific expectations when it comes to service

41%
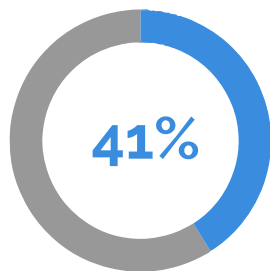
of customers have stopped using a product or service after having to repeat themselves over and over or after being passed from rep to rep.

95%
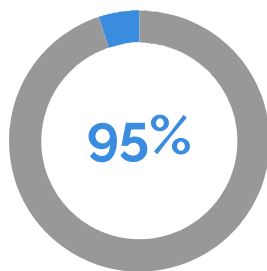
of respondents say that a knowledgeable and friendly customer service rep ranks as a top-three factor for a great customer service experience.

96%
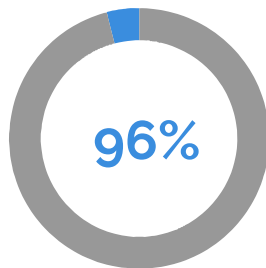
of customers expect their issues to be resolved (quickly) on the channel of their choice.

Yet, companies are struggling to meet them with on-premise contact center technology.

And **customers simply won't tolerate it.**

4X

Customers have stopped using a product or service four times on average, in the past year, due to a bad customer service experience.

5X

And younger customers between the ages of 18-34 have stopped using a product or service over five times on average, in the past year, due to a bad customer service experience, revealing the higher standards that today's companies must meet for younger customers.

<50%
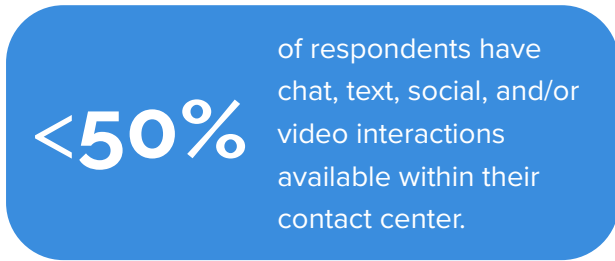
of respondents have chat, text, social, and/or video interactions available within their contact center.

Call us now to improve your customer experience!