

Is There Anybody Out There?

One of the most irritating features of dealing with companies is their failure to respond to emails or telephone calls! It is bad enough to write a letter of complaint (as I did recently to British Airways) and wait 6 weeks for a reply, which came in the form of a phone call. But at least it came eventually with an apology. Not so the letter to the Bank that is supposed to be leading the customer service charts – one year on I still haven't had an acknowledgement of my letter, never mind a response. But, when you are phoning or emailing, the expectation of the time taken to respond is much shorter.

Poor service is still a key reason for customer churn and Right Now Technologies have just published a report on customer experience that shows that customers are ever more discerning when it comes to how they are treated.

- 80% of consumers will never go back to an organisation after a negative experience!
- 74% will register a complaint or pass on a bad review to others
- 51% of respondents say that good service is the top reason for continuing to do business with a supplier
- 60% say it is why they would recommend to a friend or colleague

(To read the RNT article in full, please follow the link in December Nuggets).

So, the question is, are you paying attention or just lip service to your company's Customer Experience?

The intent of your customer experience, whether online or by phone, or face to face, has to be that of making it easier for customers to do business with you. Simply said, but obviously – from bitter experience – harder for many companies to achieve.

The starting point is to understand what consumers expect, what information they would prefer to be able to access for themselves (self-service) and how they prefer to interact with you, for what and by what means - via an online, face to face or contact centre representative.

To discuss your company's customer experience and how to structure a project to improve it, please contact russell@icd-partnership.co.uk