



2018 UPDATE

HOW DO CUSTOMERS FEEL ABOUT THE STATE OF CUSTOMER SERVICE IN AUSTRALIA?

CUSTOMER DISSERVICE

UNFIT

68%

of customers believe Australian companies are not placing high importance on providing excellent customer service



REFIT

Brands and retailers need work smarter and re-visit the age-old imperatives of delivering solid customer service

PURCHASING INCONSISTENCIES



In the last 3 months,

49%

of customers have had a mix of experiences when purchasing products and services in-store or online

CONSISTENT DELIVERY OF POSITIVE CUSTOMER SERVICE EXPERIENCES IS PARAMOUNT

COSTLY REALISATIONS

3 OUT OF 10 CUSTOMERS STOPPED SHOPPING AT A COMPANY BECAUSE OF POOR CUSTOMER SERVICE



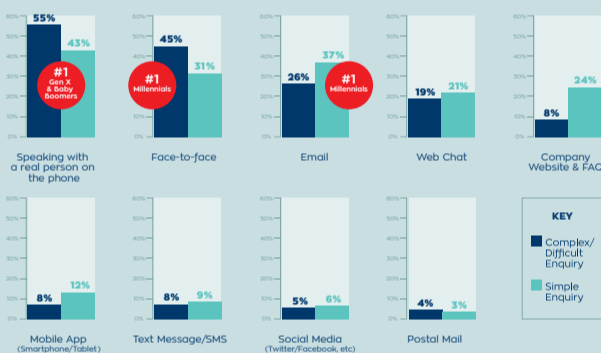
GEN X ARE THE MOST LIKELY TO ABANDON



BABY BOOMERS ARE MORE TOLERANT OF POOR SERVICE

THE LEADING NEGATIVE CUSTOMER EXPERIENCES INCLUDE UNFRIENDLY STAFF AND INCONSISTENT INFORMATION ACROSS ALL CHANNELS

CHANNEL PREFERENCES



HUMAN ENGAGEMENT IS BY FAR THE CHANNEL OF CHOICE. SOCIAL CHANNELS REMAIN UNPOPULAR.

FACTORS DRIVING EXCELLENCE

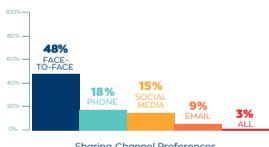


KNOWLEDGE IS POWER. EXCELLENT CUSTOMER SERVICE IS ABOUT ACCESSING KNOWLEDGEABLE REPRESENTATIVES AND THE CORRECT INFORMATION

THE POWER OF WORD-OF-MOUTH

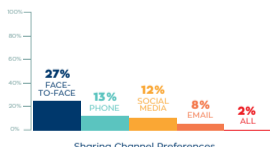
THE GOOD

- The majority of satisfied customers share their experiences with 1-5 people
- Millennials are the most likely to express their good fortune with >20 people



THE BAD

- The majority of disappointed customers share their experiences with 1-5 people
- Baby Boomers are the most vocal when it comes to airing their grievances at 82%



THE UGLY

75%

of customers tell more people about a negative experience than a positive experience (66%)

HOW ARE THEY SHARING?

POSITIVE EXPERIENCES

Face-to-face 48%
Phone 18%

NEGATIVE EXPERIENCES

Face-to-face 27%
Phone 13%

THE BOTTOM LINE



Australians are still calling for human support and engagement. To offer an excellent customer service experience, a careful balance of traditional and digital customer service channels is required.

