

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

CUSTOMER DISSERVICE

UNFIT

72%
of customers believe Australian companies are not placing high importance on providing excellent customer service



REFIT

Addressing the service gaps
means organisations can improve customer service experiences

PURCHASING INCONSISTENCIES



In the last 3 months,
50%
of customers have had a mix of experiences when purchasing products and services in-store or online

CONSISTENCY MAY BE ONE OF THE LEAST INSPIRATIONAL TOPICS - BUT IT'S EXCEPTIONALLY POWERFUL

COSTLY REALISATIONS

OVER 1/3 STOPPED SHOPPING AT A COMPANY BECAUSE OF POOR CUSTOMER SERVICE

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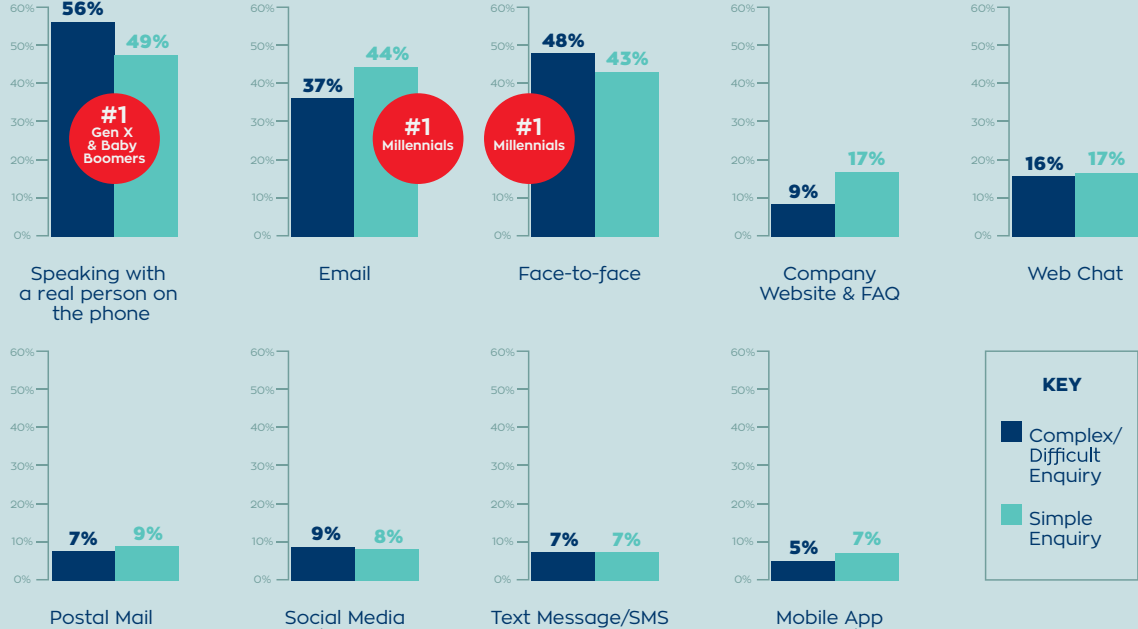
GEN X ARE THE MOST LIKELY TO ABANDON

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BABY BOOMERS ARE MORE TOLERANT OF POOR SERVICE

IN TODAY'S COMPETITIVE MARKET, BRANDS CAN'T AFFORD TO LOSE SALES DUE TO POOR CUSTOMER SERVICE

CHANNEL PREFERENCES



DEALING WITH HUMAN BEINGS TRUMPS SOCIAL & MOBILE CHANNELS

FACTORS DRIVING EXCELLENCE

#1 Gen X

61%
Want their query resolved on the first attempt

#1 Baby Boomers

60%
Want to speak with someone in Australia

#1 Millennials

58%
Want access to the correct information
Eg. Customer, Product, Service Information

58%
Want access to human representatives

56%
Want access to knowledgeable representatives

52%
Want access to courteous representatives

52%
Want empowered representatives who can handle their needs without transfers or escalations

49%
Want consistent information across both digital and human interactions

47%
Want a consistent experience across both digital and human interactions

35%
Want a service experience tailored/personalised to their needs

CUSTOMERS ARE SEEKING A HUMAN CONNECTION & LOCAL AUSTRALIAN KNOWLEDGE

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

Sharing Channel Preferences

THE BAD

- The majority of disappointed customers share their experiences with 1-5 people
- Gen X are the most vocal when it comes to airing their grievances at 84%

Sharing Channel Preferences

THE UGLY

79%
of customers tell more people about a negative experience than a positive experience (72%)

HOW ARE THEY SHARING?

POSITIVE EXPERIENCES

Face-to-face 72%
Phone 23%

NEGATIVE EXPERIENCES

Face-to-face 37%
Phone 14%

THE BOTTOM LINE



Australians value the human side of customer service over digital

Time calls for bridging the gap between digital service solutions & meaningful human interactions

To better understand how customers feel about the state of customer service in Australia, we partnered with the ACRS Omnibus Tracker via an online survey with a sample size of 500 people representing the Australian population during November 2016. Defining Generations: For the purposes of this infographic, Millennials (also commonly referred to as Generation Y) are aged between 18-34, Generation X is aged between 35-54, Baby Boomers are aged between 55-74. © 2017 CPM Australia.