

Customer Service Can Make or Break a Company's Reputation

Poor experiences are less common than you might think

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For as much as you hear customer service horror stories, according to an August 2018 survey by call center tech provider [Genesys](#), 94% of US internet users considered their last customer service experience to be positive.

Additionally, three-fourths thought that a human provides the best customer service, though roughly the same number (76%) would like to have digital options, too. Only 12.5% said they hated chatbots, though that leaves plenty of room for so-so feelings or indifference.

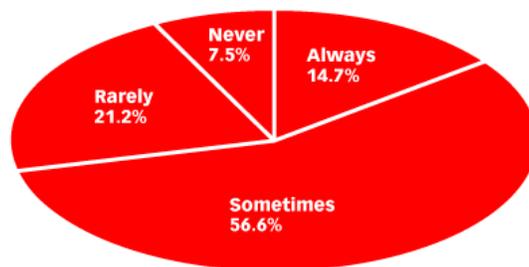
A 2018 [CGS](#) survey of US and UK adults [discovered slightly different preferences](#)—specifically, that customer service callers would prefer to bypass a human. But, given the option, they would take a human over a chatbot. Chatbots were perceived as generally unhelpful and unable to handle complex queries.

Whether dealing with a live person or a chatbot, [no one seeking help wants to repeat themselves](#) over and over. [Getting issues resolved in one interaction](#) is the ideal customer experience. And another major concern is how knowledgeable agents are. According to a recent study by customer interaction intelligence firm [CallMiner](#), 62% of the US

adults surveyed felt that call center staff should be aware of their service history in order to provide quality assistance.

Customer service, bad or good, has real-world implications. Close to three-fourths of consumers have bought or always buy based on a retailer's customer service reputation, according to Genesys.

Do US Female Internet Users* Make Purchases Based Solely on Customer Service Reputation?
% of respondents, Aug 2018



*Note: *60% of respondents were ages 45+ and 65% of respondents were female*
Source: Genesys, "What do consumers really think about customer service?" Oct 23, 2018

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On the negative side, multiple studies have shown that poor customer service drives consumers away. CallMiner found that 82% of US consumers said they would change companies after a negative interaction with a call center. And according to Genesys, 58% have gone through with switching providers after receiving poor customer service.

Close to half (49%) the respondents in the Genesys study gave up a brand after just one bad experience. Nearly half of consumers also discussed a bad customer service experience with family and friends offline, while 24% made their opinion known using social media.

Customers aren't as hard to please as it may seem, though. Only 6% rated their last customer service interaction as negative in the Genesys study. This is important, considering 91% said they would stay loyal to a company after a positive interaction, per CallMiner.