


The new rules of customer engagement

[know me]

Latest research across 9 countries highlights the need to make life easier for your customers in order to build loyalty.

Get the basics right


 **81%** of customers "just want questions answered"

 **46%** think dealing with requests quickly makes for a positive experience

 **9/10** say good service makes them feel more positive about brands

Better understand customer needs and expectations



 **30%** think that when companies understand their history they have a more positive experience

 **52%** want services personalized to their interest

... Yet familiarity is a double edged sword



Nearly half (**48%**) are suspicious about how their data is used

Customers can be driven away by...

Cheaper prices

31%



Rude staff

18%








Too many mistakes




16%



Meet complex customer expectations head on

-  Arm your organization with the right information and tools to provide the speedy service that your customers demand.
-  Empower and educate your employees to make the best use of the available resources and information.
-  Get personal and go the extra mile where appropriate and relevant.
-  Give your customers the option to engage with you whenever and however they want.
-  Be transparent and open with your customers about the security and use of their data.

Why go the extra mile?

-  **61%** would tell friends and family about their experience.
-  **38%** would write a positive review.
-  **1 in 4** customers would renew or upgrade products or services even if it wasn't the cheapest option.

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[understand me]



About the Research



The research was commissioned in July and August 2015. Interviews were conducted amongst 18,038 consumers in the following countries: Germany (2,006), France (2,001), Netherlands (2,002), Poland (2,001), UK (2,004), South Africa (2,010), USA (2,007), Australia (2,007) & New Zealand (2,000). The research was conducted online, in the local language for each area and respondents were incentivized to participate.


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