The new rules of customer engagement

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...

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheaper prices</td>
<td>31%</td>
</tr>
<tr>
<td>Rude staff</td>
<td>18%</td>
</tr>
<tr>
<td>Too many mistakes</td>
<td>16%</td>
</tr>
</tbody>
</table>

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.

---

**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.**

**Verint.**

Powering Actionable Intelligence

Verint Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence solutions for customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in over 180 countries use Verint solutions to improve enterprise performance and make the world a safer place. Learn more at www.verint.com.