

Top 9 Secrets of Customer Service

Myths

VS

Reality

Myths



Reality

MOST OF THE
CUSTOMERS COMPLAIN
WHEN THEY HAVE A
PROBLEM

LESS THAN 25% OF THE
CUSTOMERS COMPLAIN

Myths



Reality

FEWER COMPLAINT
CALLS = BETTER
SERVICE

FEWER COMPLAINT
CALLS = SILENT
UNHAPPY CUSTOMERS

Myths



Reality

MORE CALLS = LOWER
PROFIT

IN FACT, STUDIES BY BAIN
& COMPANY, HAVE
SHOWN THAT EVEN A 5%
INCREASE IN CUSTOMER
RETENTION INCREASES
PROFITS OF BETWEEN 25
AND 95 PERCENT.

Myths

4

Reality

CUSTOMER SUPPORT =
DEALING WITH CUSTOMERS
WHEN THEY HAVE A PROBLEM

CUSTOMER SUPPORT = DEALING
WITH CUSTOMER IN EVERY
STAGE OF CLCM

Myths



Reality

THE CUSTOMER IS
ALWAYS RIGHT

THE CUSTOMER ISN'T
ALWAYS RIGHT, BUT THE
CUSTOMER IS ALWAYS THE
CUSTOMER.

Myths



Reality

CUSTOMER SERVICE, "I
AM ALREADY PROVIDING
GOOD CUSTOMER
SERVICE"

IN A STUDY BY ASPECT,
80% OF COMPANIES SAY
THEY DELIVER A
'SUPERIOR' CUSTOMER
SERVICE WHILE ONLY 8%
OF PEOPLE THINK THESE
SAME COMPANIES ARE
DELIVERING 'SUPERIOR'
CUSTOMER SERVICE.

Myths



Reality

LOW PRICE = HAPPY
CUSTOMER

MANY CUSTOMERS ARE
PREPARED TO PAY MORE
FOR A SERVICE IF THEY
PERCEIVE TO BE OF
SUPERIOR QUALITY

Myths



Reality

ONCE YOU SATISFY THE
CUSTOMER THEY WILL
REMAIN LOYAL

IN A STUDY BY HARVARD
BUSINESS REVIEW, 20%
OF “SATISFIED”
CUSTOMERS INTEND TO
LEAVE THE COMPANY

Myths



Reality

LOSING ONE CUSTOMER
IS FINE

ACCORDING TO
BESTSELLING WRITER PETE
BLACKSHAW “SATISFIED
CUSTOMERS TELL THREE
FRIENDS, ANGRY
CUSTOMERS TELL 3,000.”