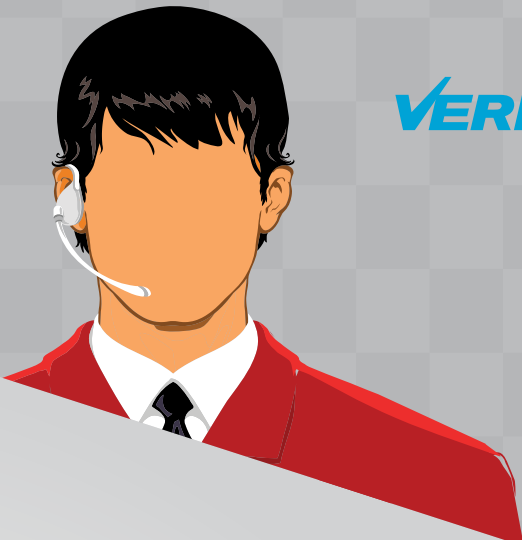


IS SERVICE THE NEW BUSINESS PRIORITY?

Verint® commissioned an Asia Pacific consumer survey of 5,819 people in six countries across five industries for insights on their customer service experiences.



Customers are Getting Poor Service



21%

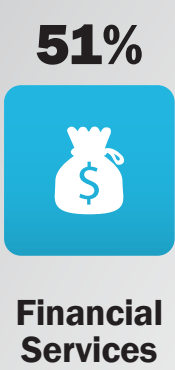
Taking too long to do what is asked



20%

Unknowledgeable staff

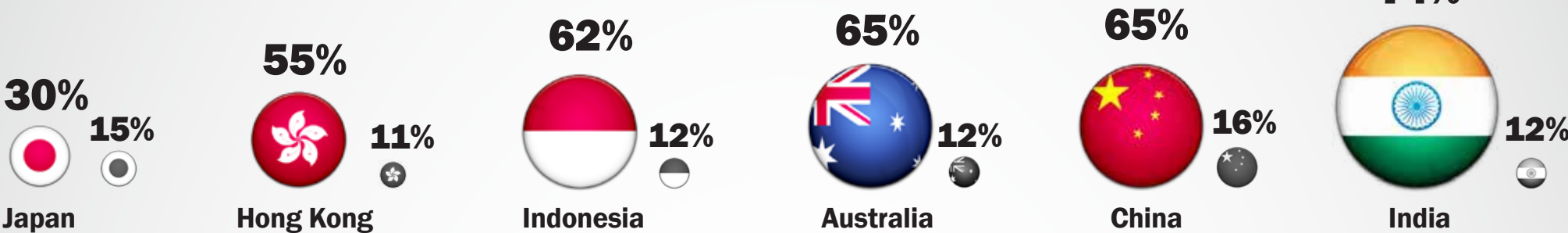
Proportion who have experienced problems with:



But Service Expectations are Low

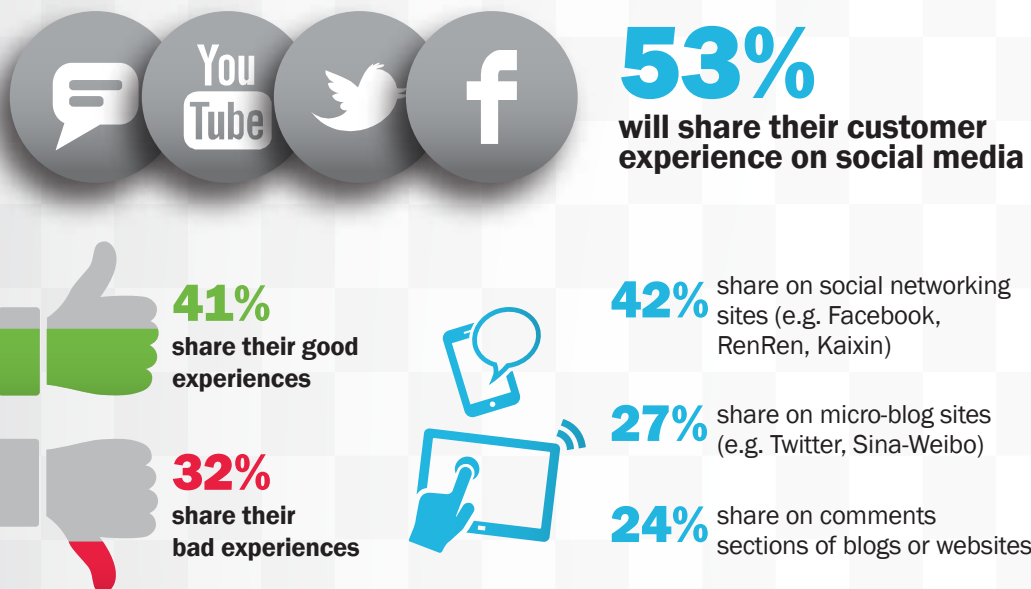
Despite receiving poor service more people are satisfied than are dissatisfied with the services they receive.

Satisfied and dissatisfied consumer percentage:



Sharing Experiences Online is Growing

The study shows a growing consumer trend in sharing on social media channels and a preference to share positive rather than negative customer experiences. Smartphones and tablets are key enablers for immediate experience sharing.



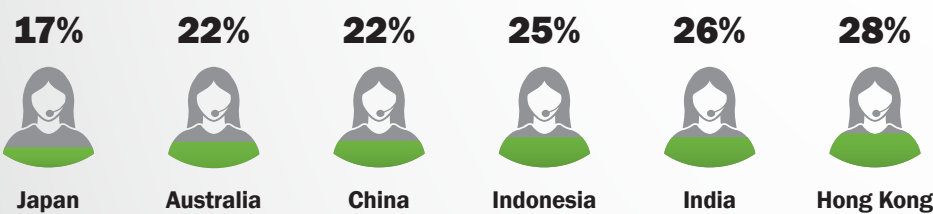
Why are Consumers Unhappy?

Five reasons for a poor service experience.

- Not resolving my problem in the 1st contact
- Taking too long to respond
- Rude staff
- Unknowledgeable staff
- Inflexible processes

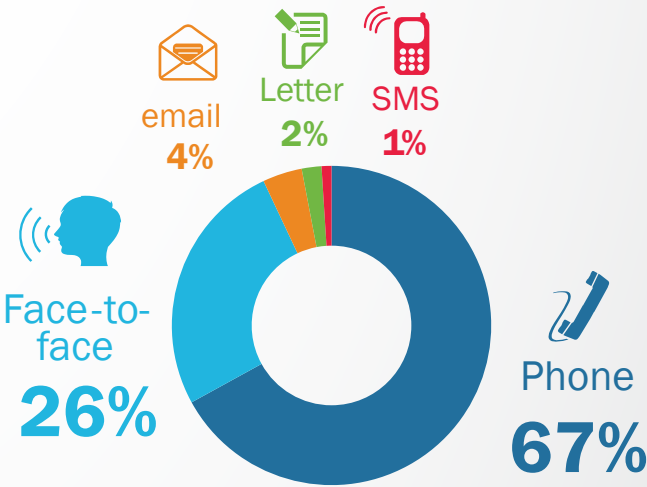
Consumers Value Service Over Price

Only **23%** Think Price Is More Important Than Service



Consumer Feedback Channels

Consumers preferred communication channels that provide an opportunity to create a positive customer experience at branch locations (face-face) and the customer contact center (phone) for companies.



How to Create a Positive Customer Experience

Be Measurable



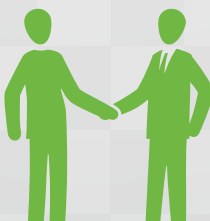
Create and use the service metrics that matter most to your customers, such as First Contact Resolution and Average Speed to Respond.

Be Responsive



Engage customers within the 1st minute, even if they cannot be served immediately.

Be Approachable



Customer service can be the only interaction between the brand and the customer, so make it count with friendly & courteous staff.

Be Prepared



Help ensure staff are updated and trained on a regular basis, and provide integrated tools to provide the right customer information at the right time.

Be Flexible



Empower staff to think out-of-the-box and be flexible on internal processes to resolve customer issues.

Implement a Voice of the Customer (VoC) Program

Many companies are implementing a VoC program to help build a sustainable business advantage.

Interested to learn more? Contact Verint Systems at marketing.apac@verint.com or visit our website www.verint.com

