



CREATE BRAND LOYALTY WITH SUPERIOR CUSTOMER EXPERIENCE

73% of business leaders have seen measurable increases in customer service requests over the past year with 75% predicting volume increases over the next 12 months.

With brand loyalty being tied to customer experience, customer service has become increasingly important and business leaders agree.

> Source: Zendeks, 2023.

81% of business

leaders see customer experience and support as growth priorities over the next year.

> Source: Zendesk, 2023

76% of business

leaders want to create more robust customer records by auto-populating customer information but only 31% of agents report being able to effectively see and use customer data to improve and personalize experiences.

> Source: Zendesk, 2023



Customer service interactions are a key driver of brand sentiment. Unfortunately, customers are often frustrated by these common experiences.

Customers are putting in lots of effort to resolve their concerns:

> Source: Salesforce, 2021

Only **13%** of customers say it takes little effort to get cases resolved.

83% of customers expect to solve problems by speaking to one person but 53% say most support interactions are fragmented.

45% of consumers said having to repeat themselves after being transferred or disconnected is the most frustrating experience.

Customers want a resolution the first time not several transfers or calls later:

> Source: Study Finds, 2022

42% of consumers said needing to contact a company multiple times to get an issue resolved is the second most frustrating experience.

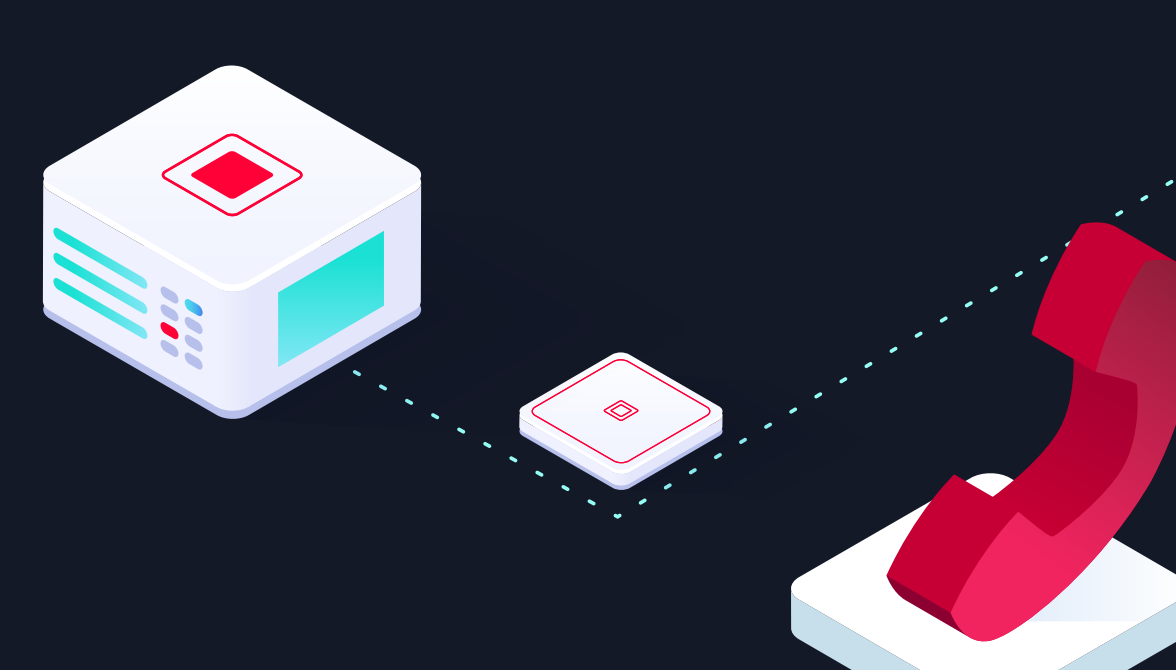
Poor customer experience can erode brand loyalty which ultimately affects the bottom line:

48% of customers who switched brands in 2021, switched because they wanted better customer service.

> Source: Salesforce, 2022

42% of customers said they would stop buying from a brand altogether after just two bad service experiences.

> Source: Gladly, 2022



What do customers mean when they say they want better customer service?

Immediacy
> Source: Zendesk, 2023

72% of customers want immediate service.

Consistency
> Source: Salesforce, 2022

Engagement on their terms
> Source: Salesforce, 2022

85% of customers expect consistent interactions across departments.

78% of customers have used multiple channels to start and complete a transaction.

Take what you need and nothing more
> Source: Salesforce, 2022

While **64%** of customers say companies take online privacy more seriously than they used to, 74% of consumers say companies collect more personal information than they need.

CUSTOMERS WHO HAVE GREAT EXPERIENCES

are more likely to be repeat customers and recommend your product or service to their friends which equals growth:

77% of customers say they would spend more money with a company that provides a good customer experience.

> Source: Broadridge, 2022

59% of customers would recommend a brand to a friend because of its customer service.

> Source: Gladly, 2022

Frontier's Contact Center solutions can help elevate your customer service, so you can create brand affinity and maintain your current base.