



6 REASONS

You Should Care About Customer Service

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A customer is 4X more likely to buy from a competitor if the problem is service related vs. price or product related.

> Source: Bain & Co.

70% of buying experiences are based on how the customer feels they are being treated.

> Source: Barclays

Customer churn is attributed to the poor quality of customer service.

> Source: Accenture Maximizing Customer Retention Report

45% of U.S. consumers will abandon an online transaction if their questions or concerns are not addressed quickly.

> Source: Forrester

Ask any merchant if customer service is a priority and the answer is likely to be yes. Yet those who claim to care about their customers – but don't – do so at their peril. Why? Because how you treat your customers really does impact your bottom line.

A good amount of research has been conducted into what we call the customer experience. It tells us that good service truly does matter when it comes to generating revenue. No surprise there. But what may really get your attention is how much it matters and what the consequences are – and how long they last – when a customer has a bad experience.

That's why customer service should be more than just a department or an operation. Exceptional customer service is a business philosophy that every potential customer must be won, valued and retained. Our commitment to that philosophy at EVO Payments International is why stellar customer service is a top priority.

A DIMENSIONAL RESEARCH SURVEY FOR ZENDESK ON THE IMPACT OF GOOD VERSUS BAD CUSTOMER SERVICE FOUND:

- > First impressions can last forever – bad experiences are more likely to be remembered than good ones
- > Bad news travels quickly – customers shared their bad experiences more than their good ones, taking advantage of social media to spread the word and influence the buying decisions of other consumers
- > Customers – in particular, women – are likely to avoid a business for two or more years after a bad experience

ON THE OTHER HAND, THE CONSEQUENCES OF GOOD CUSTOMER SERVICE INCLUDED:

- > Increased revenue – customers made additional purchases
- > Increased loyalty – customers were likely to return and buy more in the future
- > Increased trust – excellent customer service ranked as the #1 factor that most impacted the level of trust in a business

SO WHAT FRUSTRATES CUSTOMERS MOST?

Interestingly, it seems that customer service experiences are judged more on how fast you get answers than on the final outcomes. It makes sense then that getting transferred multiple times to multiple people and reiterating your tale of woe multiple times is a tried and true way to lose customers – and drive them to your competition.

These survey results – and many others like them – should serve as a wake-up call for any size merchant. In a high-tech, fast-paced marketplace, customers want to do business with companies that respond to their questions and concerns quickly and efficiently. It's called personalized service. It's what we consistently deliver at EVO Payments International.

ABOUT EVO PAYMENTS INTERNATIONAL

EVO Payments International is a leading payments service provider of merchant acquiring and processing solutions for merchants, Independent Software Vendors (ISVs), financial institutions, Independent Sales Organizations (ISOs), government organizations and multinational corporations located throughout North America and Europe. A principal member of Visa and MasterCard, EVO offers an array of innovative, reliable and secure payments solutions and merchant services, backed by an uncompromising commitment to exceed the expectations of our customers and partners.

For more information, please visit EVOPayments.us.