Dit kost een slechte klantervaring

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Tachtig procent van de ondernemers is overtuigd dat zijn customer experience geweldig is. Slechts acht procent van de consumenten is het met hen eens. Een schamele één procent vindt dat retailers consequent aan zijn verwachtingen voldoen. Welke gevolgen heeft een negatieve klantervaring eigenlijk op de omzet en het klantenbestand? Social media-bureau Sprinklr giet het in een infographic.

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THE COST OF NOT PRIORITIZING CUSTOMER EXPERIENCE

THERE'S A SERIOUS DISCONNECT GOING ON IN THE WORLD OF BUSINESS TODAY[1]

80% of companies believe they supply "superior experiences"

8% of customers say they receive "superior experiences".

1% of customers feel that vendors consistently meet their expectations[2].

CUSTOMERS ARE CONTACTING BRANDS ON SOCIAL WHEN THEY HAVE AN ISSUE

How often brands receive complaints on social[3]:

- 60% OCCASIONALLY
- 11% OFTEN
- 5% VERY OFTEN

RESPONSE TIMES NEED TO IMPROVE

Customers expect a response within 60 minutes[4]:

17.6% of brands actually do this

21% of brands never respond at all

55% of brands do not have an effective strategy in place to manage negative social comments[5]

THE BAD NEWS: NEGATIVE EXPERIENCES ARE HURTING BRANDS

Due to negative social media comments[6]:

- 26% have tarnished reputations
- 11% have lost revenue
- 15% have lost customers

THE GOOD NEWS: CUSTOMERS WILL REWARD BRANDS FOR POSITIVE EXPERIENCES

86% Customers will pay more for a better customer experience[7].

3X Customers with positive social care experiences are three times more likely to recommend a brand[8].

THE ROI ON POSITIVE EXPERIENCES IS HUGE

20% to 40% is spent more by customers who engage with companies on social[9].

6.7% Companies that provide social customer care see a 6.7% year-over-year increase in revenue[10].

THE FUTURE OF BUSINESS IS EXPERIENCE MANAGEMENT

In just a few years

89% of companies will compete mostly on customer experience[11]

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turn it on.

Sprinklr is the most complete enterprise social media management technology in the world, purpose-built for large companies to drive business outcomes and manage customer experiences across all touchpoints.

For more information, visit www.sprinklr.com/experience-cloud

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