



UNDERSTANDING THE SIGNIFICANCE OF CUSTOMER EXPERIENCE

IMPORTANCE OF CUSTOMER EXPERIENCE

Customer satisfaction is achieved with the right mix of customer service and product knowledge training for employees



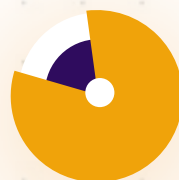
15-20%

rise was noted in CSAT score after revamping customer experience journey programs



84%

customers have received resolution of issues through posting on social media



72%

customers have shared their good buying experience with others



12%

positive customer experiences make up for one negative experience

96% of customers say customer service is important in their choice of loyalty to a brand - Microsoft Corporation

KPIs DETERMINING THE PERFORMANCE OF CUSTOMER SERVICE TRAINING PROGRAM

Customer Satisfaction Score



Net Promoter Score



First Connect Resolutions



Average Resolution Time



Customer Retention Rate



Number of Resolved Issues



HOW TO IDENTIFY CUSTOMER SERVICE PROBLEMS



Listen to Your Customers



Encourage Reviews/Feedback



Connect with Customer Service Teams



Track Returning Customers