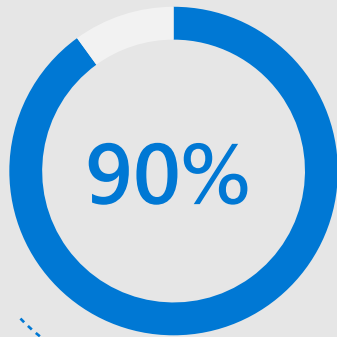


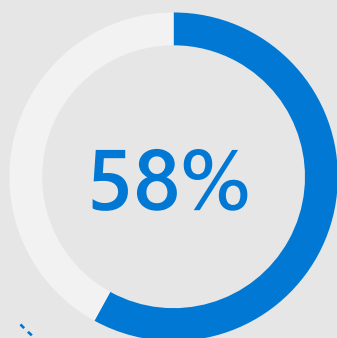
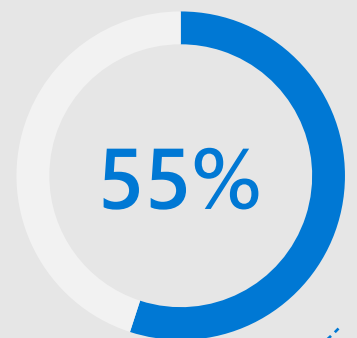
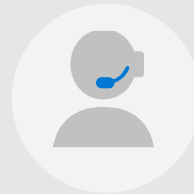
Today's realities and expectations for customer service

To create a positive customer experience, organizations must understand customer behaviors, preferences, and expectations.



90% of respondents indicated that customer service is important to their choice of and loyalty to a brand.

55% of customers expect better customer service year over year.



Nearly two-thirds (58%) of consumers will sever a relationship with a business due to poor customer service.

More than 2/3 of customers want an organization to reach out and engage with proactive customer notifications.

