

# YOUR CUSTOMERS ARE TALKING ABOUT YOU

AND WHAT THEY'RE SAYING IS IMPORTANT.

**92%**

of consumers say **A REPUTATION FOR PROVIDING GOOD CUSTOMER SERVICE IS IMPORTANT** when deciding which company to purchase from

**& 73%**

admit to having made a purchase decision **BASED SOLELY ON A COMPANY'S CUSTOMER SERVICE REPUTATION**

but...

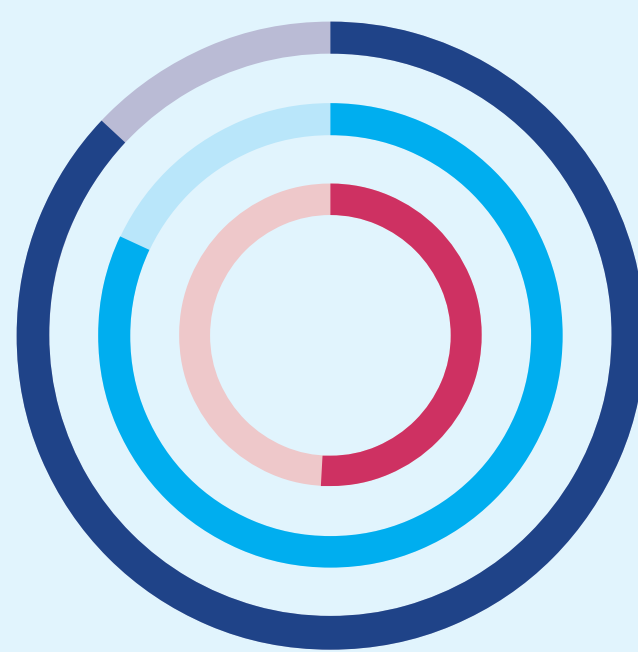
**86%**

**HAVE STOPPED PURCHASING FROM A COMPANY** based on a bad experience

So your reputation is important. *But how are you developing that reputation?*

## WORD OF MOUTH MATTERS!

When asked **"WHICH OF THE FOLLOWING ARE IMPORTANT IN INFLUENCING YOUR OPINION ABOUT A COMPANY?"**, consumers said:



- Stories from friends and family (87%)
- Online stories and ratings (82%)
- Stories on social media (51%)

**AND CONSUMERS ARE LIKELY TO SHARE THEIR NEGATIVE EXPERIENCES.**

76% of consumers have shared negative experiences with others in the past.

**76%**



Of those people...

**82%** have shared with friends and family

**72%** have written negative reviews online

**35%** have shared their experience on social media

## YOUR CUSTOMER SERVICE REPUTATION MATTERS.

By making the right investments in your customer service, you can ensure your customers always have positive things to say about you.