# How To
# DRIVE REVENUE
## AND INCREASE LOYALTY THROUGH
# CUSTOMER EXPERIENCE

Today's customer journeys are omnichannel, seamlessly moving between phone, email, SMS, web chat, social media and in-person communications. Giving customers the flexibility to engage with you on their preferred media is crucial to creating an outstanding customer experience. The proof is in the numbers!

## SOCIAL MEDIA

**78%** of consumers trust peer recommendations, with **SOCIAL MEDIA** as a key driver
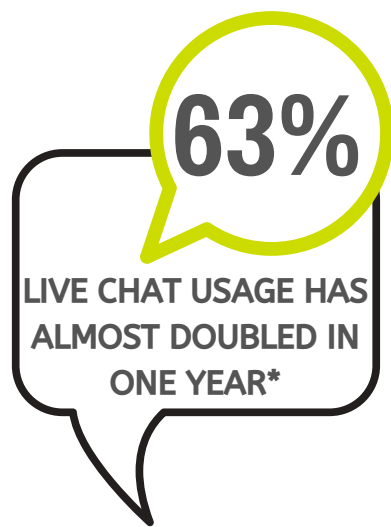
## CUSTOMER CARE

**25%** of consumers utilise **ONE OR TWO** channels when seeking customer care

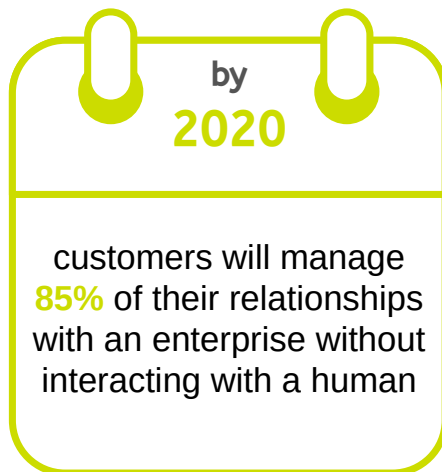**52%** of consumers utilise **THREE OR FOUR** channels to connect with your business

Source: Ovum

## LIVE CHAT

**63%** of online consumers said they were more likely to return to a website that offers **LIVE CHAT**

LIVE CHAT USAGE HAS ALMOST DOUBLED IN ONE YEAR*

## MANAGING RELATIONSHIPS

by **2020** customers will manage **85%** of their relationships with an enterprise without interacting with a human

Source: Gartner
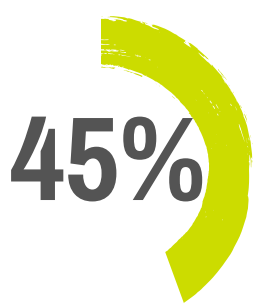
## CUSTOMER FRUSTRATIONS IN THE DIGITAL AGE

### Weak web presence

**90%** of consumers will always **CHECK A WEBSITE** before emailing or calling a company
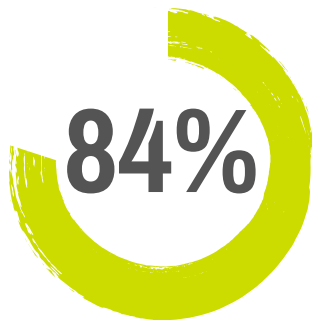
Source: Synthetixr

### Slow response time

**45%** of consumers **ABANDON** an online **TRANSACTION** if their questions or concerns are not addressed quickly

Source: Forrester
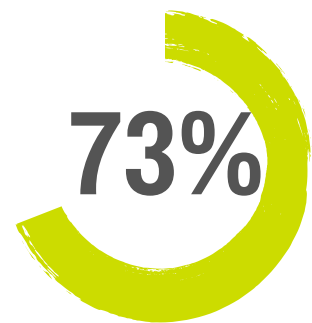
### Uninformed agent interactions

**84%** of customers are frustrated when a representative does not have immediate access to **ACCOUNT INFORMATION**
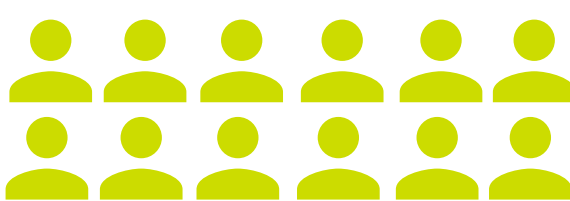
Source: Moblus Poll

### Slow response time

**73%** of people have or would **CHANGE SUPPLIERS** based on a poor experience with the contact centre*

**73%** of customers will commit **COMMIT** to a deeper product or service relationship with a brand after satisfying epxerience

(Understanding Customers by Ruby Newell-Legner)

It takes **12 POSITIVE EXPERIENCES** to make up for **ONE UNRESOLVED** negative experience.

## See how 4Sight can help you provide a great customer experience.

A seamless, omni-channel experience drives revenue by improving customer loyalty.

We offer a range of Contact Centre Solutions all of which deliver enterprise-level features and functionality regardless of the size of your business. Our solutions are designed around your company's individual needs.

At 4Sight we have the tools and the expertise to help you with your Cloud needs, with a full range of cloud deployment methods to fit your goals and your budget. To find out more, please contact your 4Sight Account Manager, or alternatively give us a call us on + 44 (0)20 3668 0444 or email info@4sightcomms.com.