

CUSTOMER SERVICE

GETTING INSIDE THE MIND OF THE CUSTOMER



MORE THAN **10m**
UK Twitter members²

SOCIAL MEDIA IS THE FUTURE OF CUSTOMER SERVICE

MORE THAN **19%**

of 18-24 year olds want to use Twitter and Facebook more for customer services



32m

active daily Facebook users in the UK³

FOR BUSINESSES, SOCIAL MEDIA IS AN EFFECTIVE WAY TO GET CUSTOMER FEEDBACK AT LOW COST

KNOW HOW CUSTOMERS WANT TO CONTACT YOU

MAKE LIFE EASY FOR ME

WHAT CUSTOMERS NEED

SHOW ME EXPERTISE UNDERSTANDING & AUTHORITY

TAKE OWNERSHIP & RESOLVE MY ISSUE

POOR CUSTOMER SERVICE IS COSTLY

38% "NOT GETTING A RESPONSE IN A REASONABLE TIME"

85%

of customers avoid companies they've had a poor experience with



76%

tell at least one person about their customer service experience

WHAT CUSTOMERS DISLIKE

39%

"CUSTOMER SERVICE REPS WITH THE WRONG ATTITUDE"

"HAVING TO REPEAT MYSELF TO DIFFERENT REPS"

62%

avoid companies they've heard offer poor customer service

£15.3 billion:

the estimated annual cost of poor service to UK businesses¹



5 GOLDEN RULES

DON'T NEGLECT THE BASICS

Focus on continually improving the way you handle 'traditional' channels like phone and emails.

FOCUS ON FEEDBACK

Look out for new ways to find out what your customers think.

DO MORE WITH LESS

Consider how social media could help create efficiency in your business.

BREAK DOWN WALLS

Make customer service everyone's responsibility in your business.

ONE STEP AT A TIME

Be realistic, and manage customer expectations accordingly.

1. European Business Review 2013. 2. The Guardian 15 May 2012. 3. Checkfacebook.com 29 Jan 2013.

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