

Customer service remains top of the list

 By Werner Theron

4 Sep 2018

Customers choose brands that value them and understand their needs.



© bacho12345 via [123RF.com](https://www.123RF.com)

While this fact comes as no surprise, it has again been confirmed by Microsoft's *2018 State of Global Customer Service Report*.

Expectations continue to increase

In the age of social media, customers not only expect a meaningful two-way conversation but also insist that brands act on what they have to say.

At the same time, customers have become more demanding while their expectations continue to increase. In fact, almost two-thirds of the respondents' expectations have risen compared to a year ago.

It all comes down to better customer service. Almost all respondents cited the quality of customer service as a determinant of their choice and loyalty to a brand, while 61% walked away from a brand due to poor customer service.

How to increase customer service

So how do companies increase their customer service?

- By being proactive in finding ways to get closer to their customers
- By opening up communication channels and encouraging two-way communication
- By listening to and acting upon their customers' feedback (90% of respondents value the opportunity to provide feedback)
- Through personalised value-add experiences
- By turning negative experiences (such as customer complaints) into positive outcomes
- By being present on multiple channels (almost 60% of respondents used three or more channels to find answers to their questions).

Ultimately, customer service remains one of the most important competitive differentiators. In order to stay ahead of the pack, companies need to first know what the needs and wants of their customers are and then find the ways to meet those needs and wants in the most effective way.

ABOUT WERNER THERON

Werner Theron has held several senior positions in the media and marketing departments of corporate companies, including Armscor, Sasol, Old Mutual and McCarthy Motor Holdings (now Bidvest Automotive). Before starting The Hothouse Communications 19 years ago, he was the head of a department at an advertising agency. He is presently a doctoral candidate at North-West University with a research focus on brand journalism and the relation to marketing and corporate communication.

- Customer service remains top of the list - 4 Sep 2018
- What's in a (cross)word? - 22 Aug 2018

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>