

Customer Rage:

Stop telling me my call is important to you

Companies are making it easier than ever to buy products and services, but signs point to a continued challenge when providing customer service to customers who have a complaint, jeopardizing repeat business.

The Customer Rage Survey is conducted by Customer Care Measurement & Consulting in collaboration with the Center for Services Leadership at the W. P. Carey School of Business, Arizona State University, Confrimit, and Bernett.



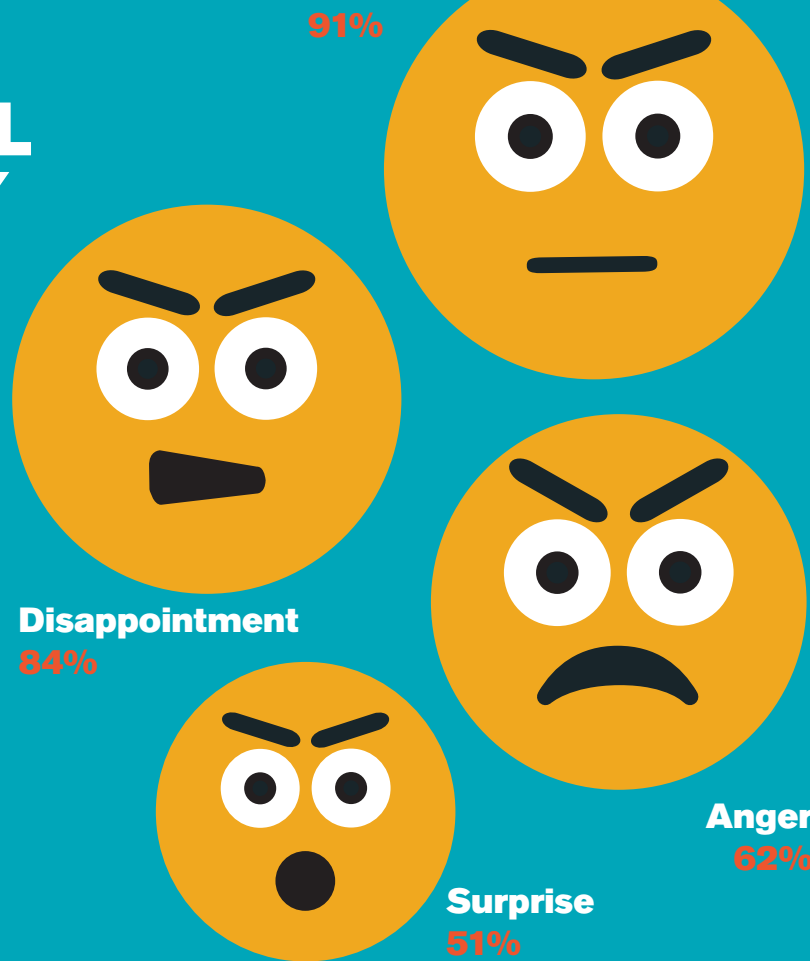
LESS RAGE, BUT NEGATIVE EMOTIONS STILL UNACCEPTABLY HIGH IN 2017

GOOD NEWS

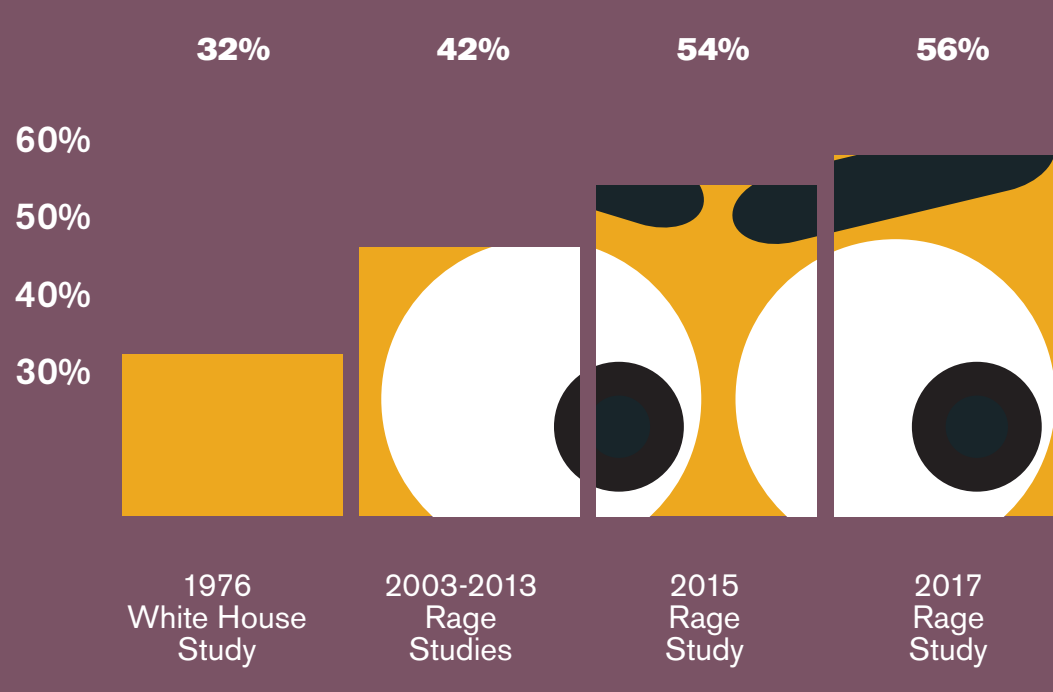
- 10% less RAGE than in 2015
- Drop from 66% to 56%

BAD NEWS

Other negative emotions were associated with respondents' most serious problems



CUSTOMER PROBLEMS CONTINUE TO INCREASE



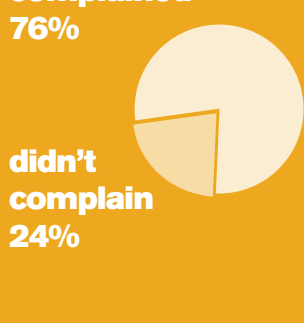
PROBLEMS

STILL FAILING

Among the 76% who complained about their most serious problem,

- corporate complaint-handling improved by a small margin in the eyes of consumers.
- 25% say their issue was resolved upon initial contact, compared to 14% in 2015.
- satisfaction by customers who reported they "got something" as a result of complaining also improved.

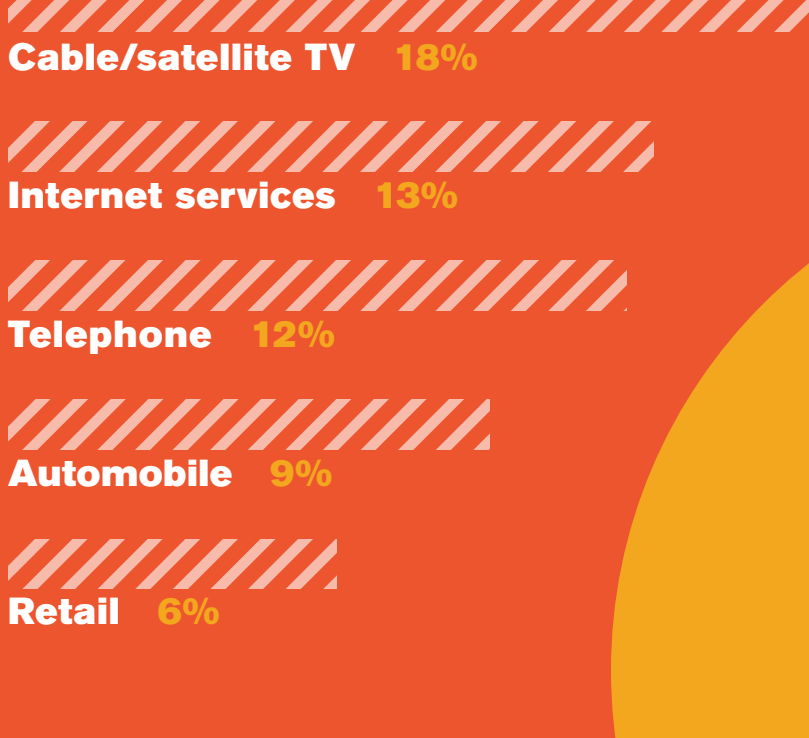
IMPROVED COMPLAINT-HANDLING PRACTICES, BUT STILL A FAILING GRADE



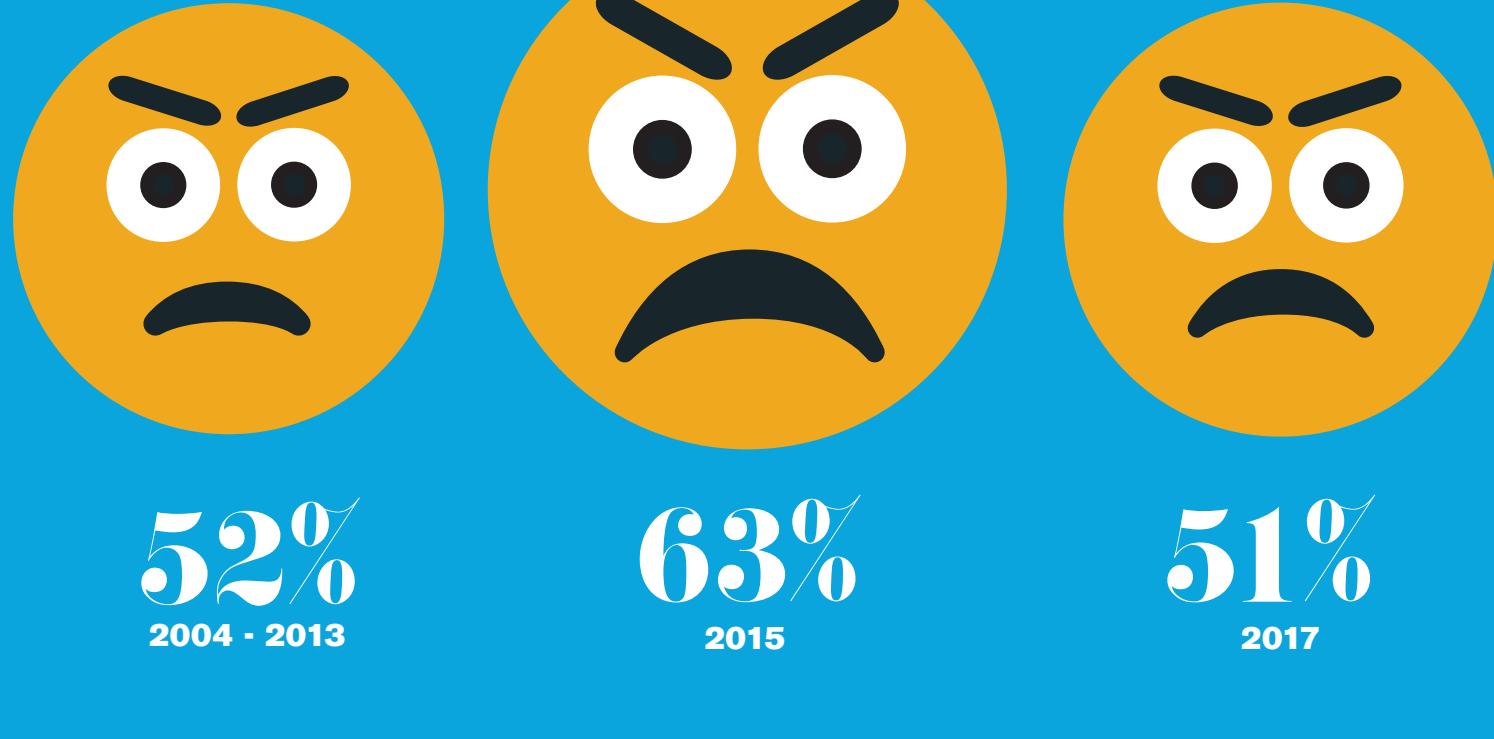
	2015	2017	+/-
1st contact resolution	14%	25%	+11%
Got something	37%	49%	+12%
Completely to acceptably satisfied	17%	21%	+4%

56% OF CUSTOMERS WITH A PROBLEM EXPERIENCED RAGE.

Which products and services enrage customers most?



CUSTOMERS WHO FELT THAT THEY RECEIVED NOTHING



COMMONLY USED TELEPHONE COMPLAINT-HANDLING PRACTICES THAT PEOPLE HATE

Examples of practices that scored less than 2.5 on a 0 – 10 point scale where 0 was "would significantly decrease your satisfaction"

- Try to sell you something** (1.58)
- Talking too fast** (2.38)
- Outsourcing** (2.01), especially outside the US/ Accents (1.98)
- Misuse of automated telephone technology e.g., no live person option** (1.19)
- Having to repeat information already given** (2.15)



PROVIDE MORE OF WHAT THE CUSTOMER WANTS

Top 6 expectations with the highest discrepancy between what the customer wanted and what they got.

- 1. An assurance that the problem wouldn't be repeated** (63%)
- 2. Offending company to put itself in the customer's shoes** (53%)
- 3. To be treated with dignity** (50%)
- 4. My product repaired/service problem fixed** (47%)
- 5. An explanation of why the problem occurred** (43%)
- 6. To be talked to in everyday language, not scripted response** (42%)



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