

2021 National Customer Delight Survey

BROUGHT TO YOU BY
Customer Care Measurement & Consulting

Customer Care Measurement & Consulting (CCMC) - In Collaboration With VIPdesk - Brings You The Release Of Key Findings And Implications From The 2021 National Customer Delight Study

- Offers an analysis of the market impact of employing fifteen different strategies to delight customers
- 2021 study based on internet survey of a representative panel of 2,519 affluent customers (+1.8% - 2.0%) margin of error at 95% confidence

THREE KEY TAKEAWAYS

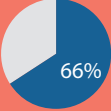
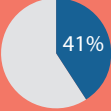
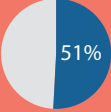
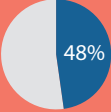
1 Inexpensive delighters are as effective as costly monetary ones.

2 Nearly one-half of delightful experiences are delivered digitally, belying the notion that delight can only be achieved through in-person or telephone interactions.

3 Honesty and transparency are powerful delighters - advising of limitations builds trust.

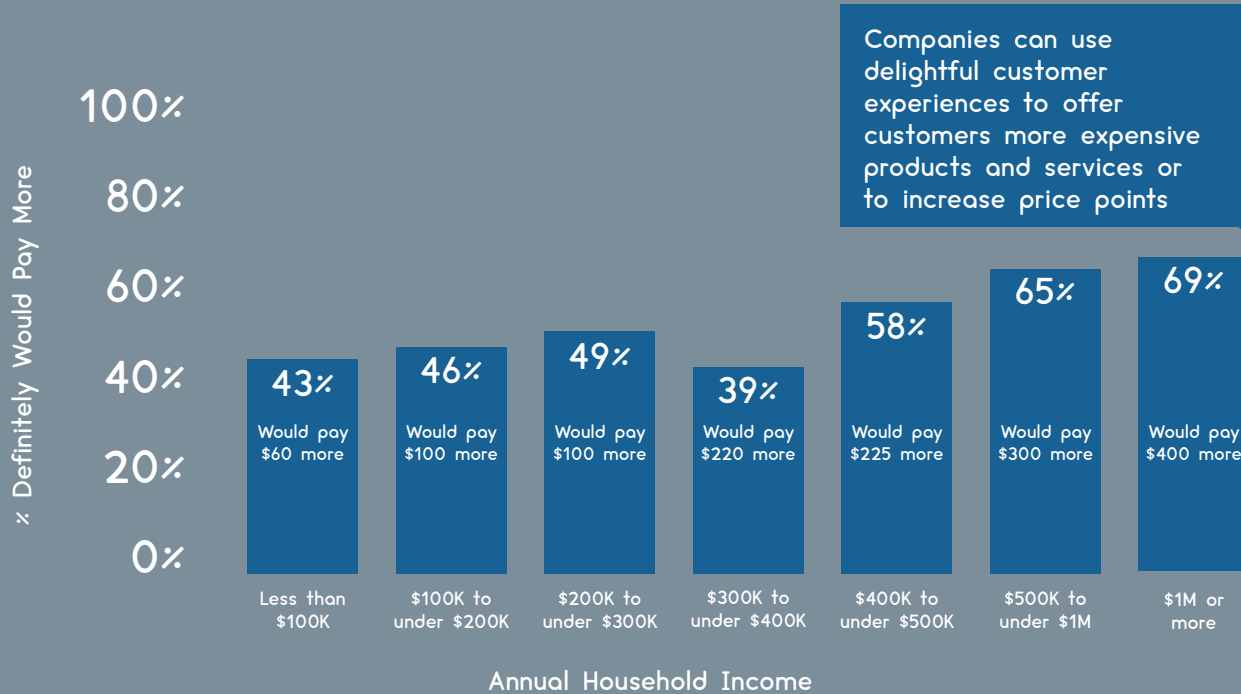
Core Finding: Cross-selling and honest explanations are as effective as bargaining and freebies

Type of Delighter

Type of Delighter	Delighted: % Definitely Would Pay More	Delighted: \$ Amount Willing To Pay More
Sold other products or services that were useful/tailored to me	 <p>66%</p>	\$676
Was transparent with explanations (e.g., 'Here are three things you need to know to avoid problems with this product/service')	 <p>41%</p>	\$367
Offered good value for money	 <p>51%</p>	\$321
Provided extra value (e.g., dog treats at Starbucks, no extra charge for an after-hours emergency repair)	 <p>48%</p>	\$268

Action: Ensure employees cross-sell and educate customers

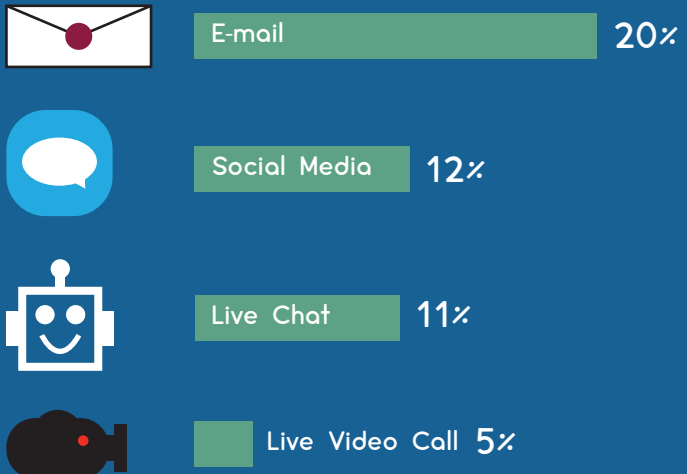
Core Finding: Affluent delighted customers will pay hundreds of dollars more for the same product and will tell a median of 5 people



Survey Question: In the future, would you be willing to pay any more for this product or service that caused your most delightful customer service experience? How much more?

Action: Treat investments in delight as revenue and word-of-mouth generators

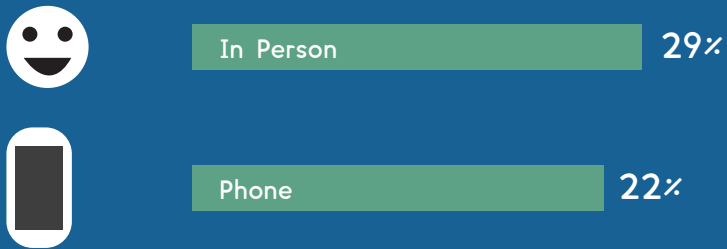
Core Finding: Digital delight is as prevalent as telephone or in person followed by in person + phone



Survey Question: What was the primary way that you communicated with the company that caused this delightful customer experience?



48%
Digital is the channel for 48% of delightful experiences



Action: Highlight digital channels at least as much as phone

Core Finding: Delightful customer experiences yield favorable word-of-mouth advertising and often result in new customers

Median # of People Told



53% of men share their delightful e-commerce experiences (vs. 27% of women)

61% of men share their delightful clothing and accessories experiences (vs. 43% of women)

52% of men share their delightful consumer electronics experiences (vs. 19% of women)

Action: Mechanize strategy for increasing delightful customer experiences



**A Delighted
Customer**



**Shares Positive
Word-of-Mouth**



**Which Creates
New Customers**

**More than one-half of those who
hear about the delightful experiences
of others may go on to become
customers**

**Customer stories and reviews about
delightful experiences have more impact
than reviews from “just satisfied” customers**

Why Should I Care?

- **Great service is both high-tech and high-touch; omnichannel, empowered staff are key**
- **Encourage honesty and transparency, even if this makes sales and marketing nervous**
- **Ensure digital and telephone channels are available and effortless for customers**
- **Cross-sell and educate customers for increased sales and positive word-of-mouth**

