

THE GOOD, THE BAD, & THE UGLY

THE IMPACT OF CUSTOMER SERVICE



Dimensional Research fielded a survey on behalf of Zendesk to find out the value of good and detriment of bad customer service on a business. We get to the bottom of the good, the bad, and the ugly truths of how consumers are influenced by the type of customer service experiences they have.

FIRST IMPRESSIONS LAST FOREVER

Surveyed respondents indicated they were more likely to recall bad experiences than good ones, and those experiences directed their future behavior.



continue to seek out vendors for **2 or more years** after good experiences.



continue to avoid vendors for **2 or more years** after bad experiences.

WHO IS MOST LIKELY TO BE PERMANENTLY SOURED BY A BAD EXPERIENCE?

The following groups were most likely to avoid vendors for 2 or more years after bad customer service experiences.



Women



B2B



Generation X



High-Income Households

NEWS TRAVELS QUICKLY

Respondents were more likely to share their bad experiences than good ones.



GOOD EXPERIENCES



BAD EXPERIENCES

Shared with Others

33%

Shared with 5+ People

87%

Shared with Others

54%

Shared with 5+ People

95%

SOCIAL MEDIA HELPS CUSTOMERS SHARE THEIR EXPERIENCES WITH OTHERS.



shared customer service reviews via social media.



read customer service reviews online.



have been influenced by online customer service reviews when making buying decisions.

THE BOTTOM LINE

Respondents with good customer service experiences were more likely to increase their purchasing activity, while more than half of those with bad experiences bought from a different company.



52%

indicated that a good customer service experience led them to purchase more from the company.



55%

said they switched to a different company for that product or service after having a bad customer service experience.



48%

recommended that others not buy products or services after having a bad customer service experience.

58% of respondents said they are more likely to tell others about their customer service experiences today than they were 5 years ago. It's no secret that consumers are increasingly sharing information online. For businesses, this means positive customer service experiences are more valuable than ever, especially since bad experiences have long-lasting results.