



2020 Customer Expectations Report

Experiences That Drive Revenue



For the past four years the Gladly Customer Expectations Report has served as the voice of consumers—what they expect from the brands they love. This year, our survey data delivered more insights than ever before. So in addition to the full report, we are creating a series of topical reports. Our focus here is on the impact of providing personalized customer experiences—which has the power to turn your contact center from a cost center into a revenue and loyalty generator.

Empowered agents drive revenue and referrals

Consumers today want support heroes that are empowered problem solvers. More than seven out of 10 consumers will make a purchase from an agent that is knowledgeable about your brand's products or services. And after a great customer service experience, they go out of their way to spend more and advocate your brand to friends, family, and over social channels.

Personal experiences power purchases

The best experiences are personalized. Consumers want to be known by their name, and they don't want to be treated like a case or a ticket. When they do get great experiences 71% say they've purchased more items during or directly after that experience.

Brands have fewer chances to get it right

These days more than half of brands are meeting consumer expectations. And 18% are exceeding expectations. This is a year over year improvement. Great news! On the flip side, most will tell their friends and family to avoid a brand after only one or two bad experiences. And those disappointments can also negatively impact bottom lines—nearly eight out of 10 spend less when a brand falls short.

Ultimately, customers want to be treated like a unique individual by the brands they love. At Gladly, we call this being Radically Personal. It allows you to connect with customers and drive revenue. As always, we are here to help you along the journey to becoming a more Radically Personal organization, and hope you enjoy this report.

TL;DR Consumer Highlights

72%

would purchase
from an agent that
is knowledgeable

71%

have purchased
more items during or
directly after a great
experience

79%

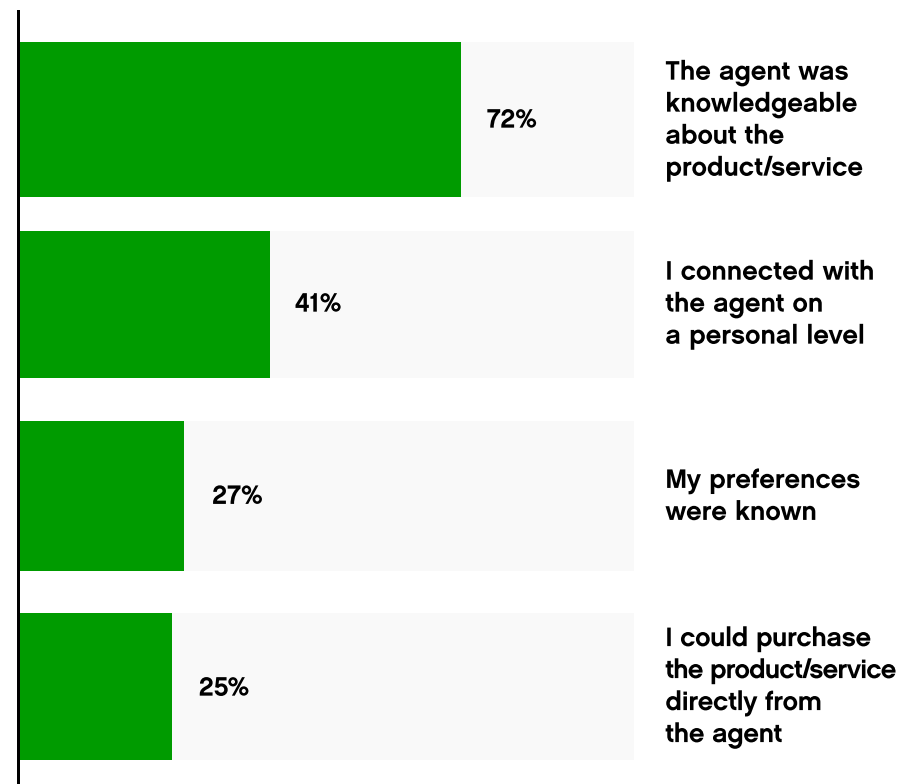
spend less after
a bad experience

Agent expertise powers purchases

Matching consumers to subject-matter experts on your service team can pay dividends. 72% would make a purchase if the agent was knowledgeable about the brand's products or services. And 41% purchased a product after an agent connected with them on a personal level.

#1 purchase driver is an agent's product and service knowledge

I WOULD MAKE A PURCHASE BASED ON A RECOMMENDATION IF



Which agents have the most impact?

Now more than ever, speed and expertise matter. On everything from reservation changes to purchase recommendations, an empowered problem solver can drive loyalty and increase sales.

I WANT MY CUSTOMER SERVICE AGENT TO BE

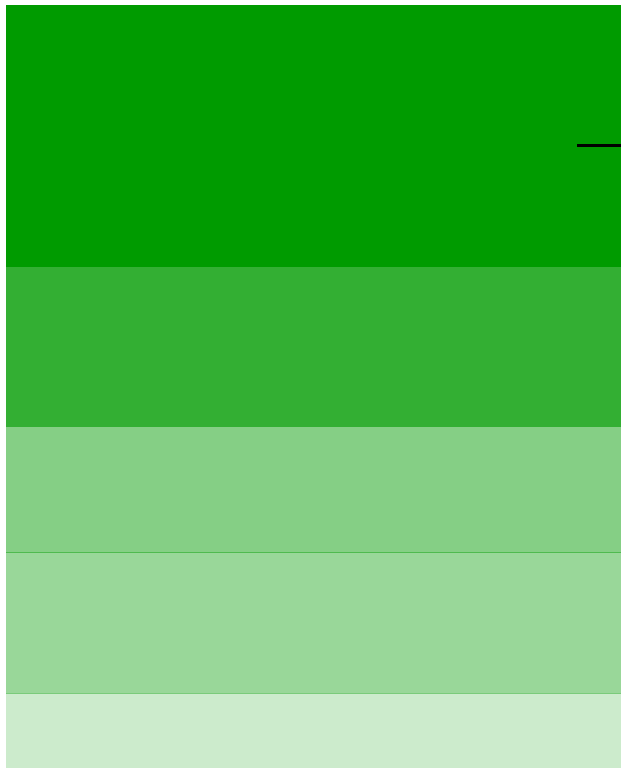
34%
An Empowered
Problem Solver

21%
A Product Expert

19%
A Trusted Advisor

16%
A Patient Listener

10%
A Close Friend



**Empowered
problem
solvers are #1**

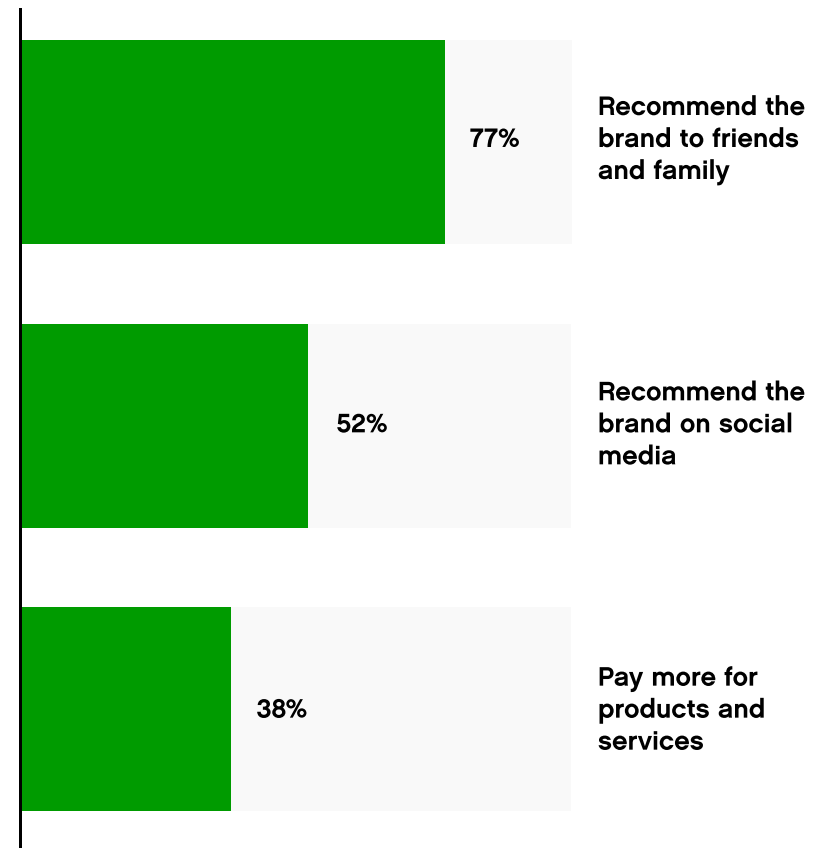
Personalization improves outcomes

When agents have a holistic view of the consumer and provide a personalized experience, 77% will sing your brand's praises to family and friends—and 38% will pay **more** for your products and services.

77%

recommend a brand to friends and family after a personalized experience

AFTER A PERSONALIZED EXPERIENCE I WOULD

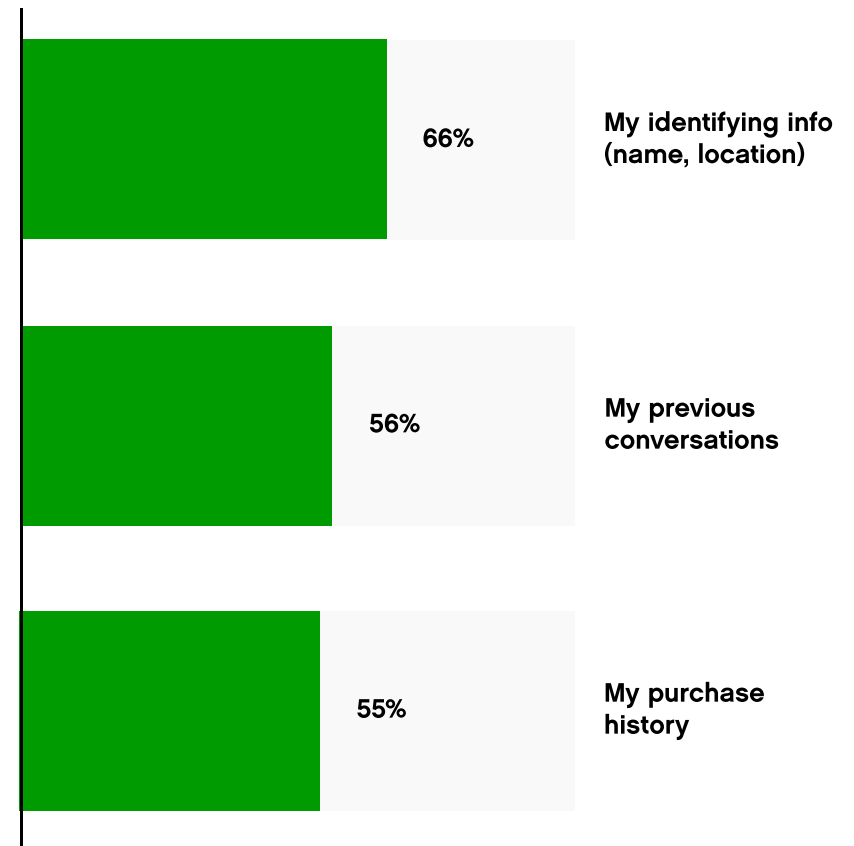


Show them you know them

Consumers want agents to know their name, previous conversations, and purchase history without having to ask. With that level of detail, agents can leverage data like past purchases and preferences to create thoughtful and authentic up-sell opportunities.

Consumers want to be known by agents

THE TOP THREE THINGS AN AGENT SHOULD KNOW



“

A customer recently wrote into us because they wanted to return a swimsuit that they'd bought. Customer support was happy to process the return. But instead of a return, our agent engaged with the customer about her needs and was able to suggest alternatives that led to an exchange. She got that exchange, loved her new swimsuit and has since then ordered six swimsuits from us. There you go, support creating a customer that keeps coming back.

Melanie Travis

Founder and CEO

Andie

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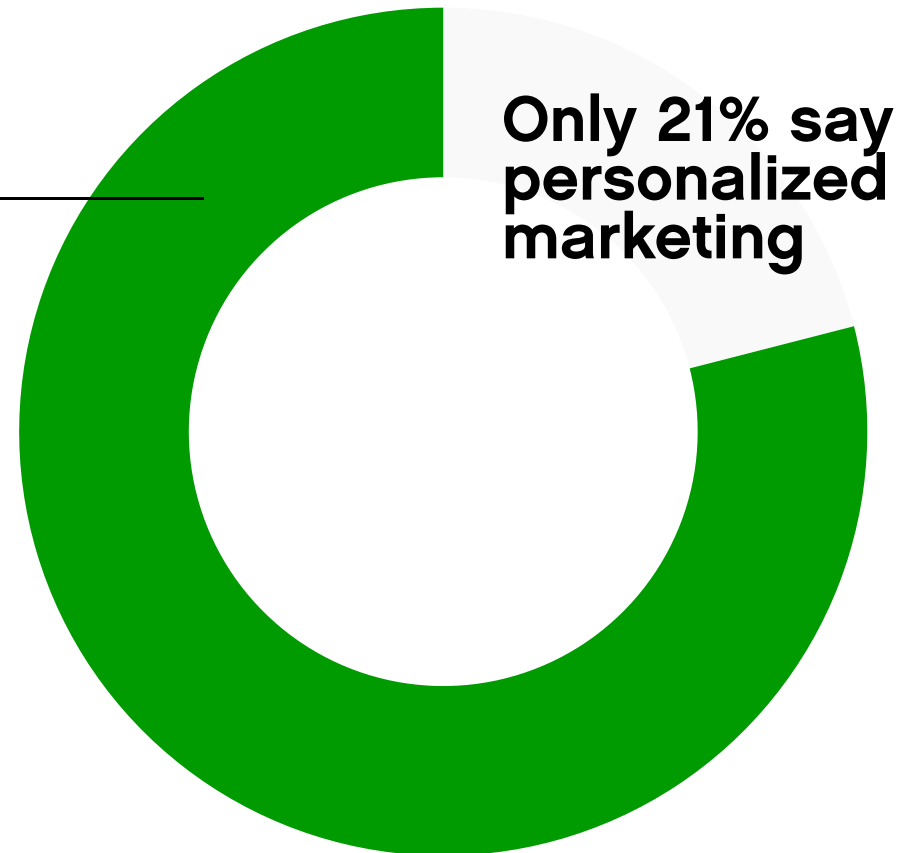
The preferred VIP treatment

Personalized service is nearly four times more important to consumers than personalized marketing.

WHICH IS MORE IMPORTANT?

79%

say personalized service is more important than personalized marketing



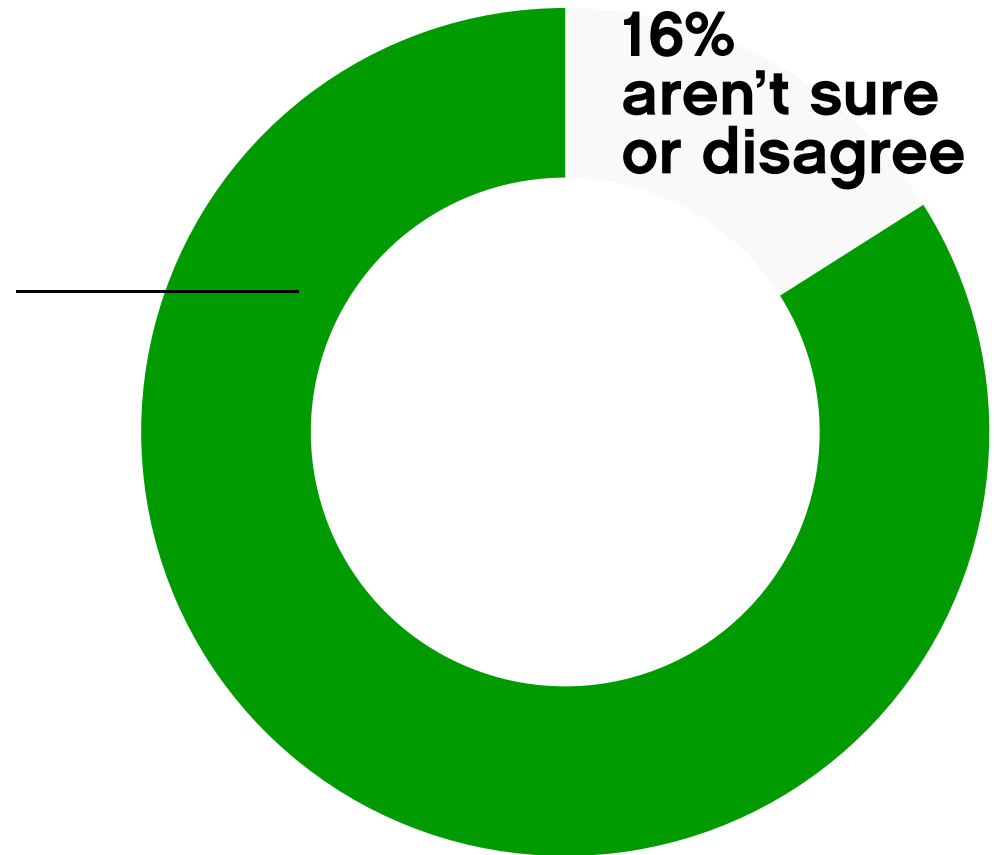
Great experiences pay

A great experience is worth it to consumers. A whopping eight of ten people will go out of their way to spend more money with the brands they love.

I GO OUT OF MY WAY TO SPEND MORE FOR A GREAT EXPERIENCE

84%

go out of their way to spend more money with a brand that provides great experiences



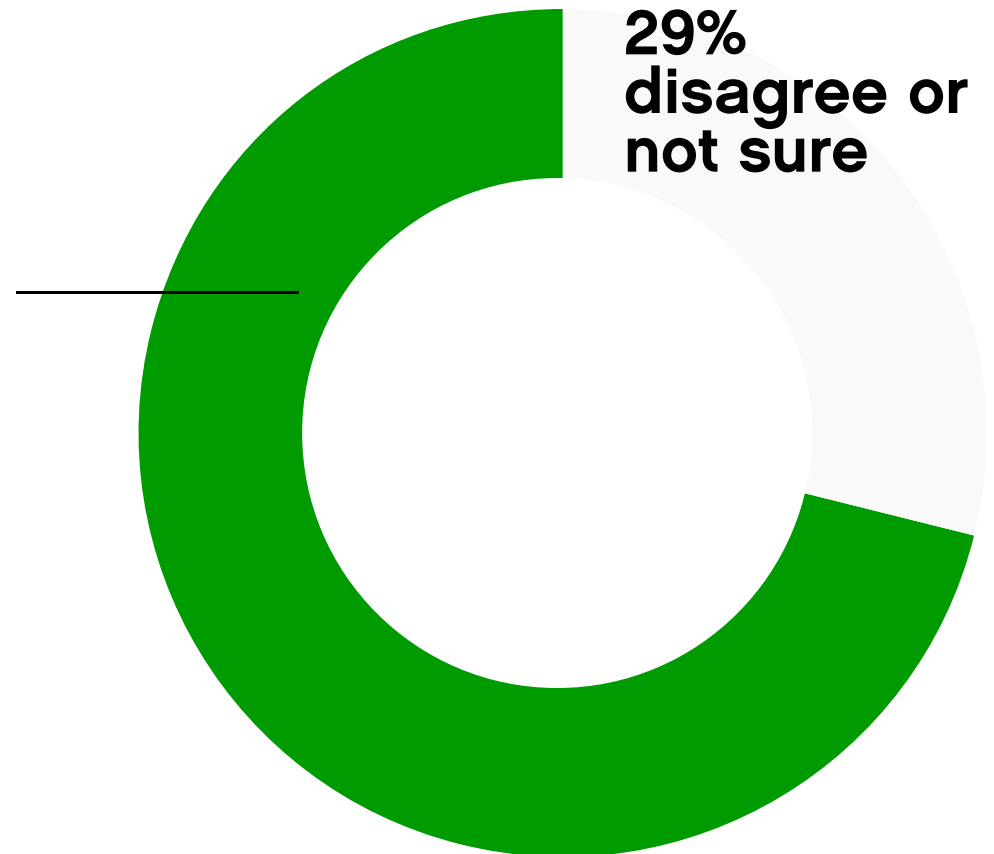
Driving deeper relationships

Many contact centers are still case-centric instead of customer-centric—in fact, 64% feel like a ticket number when engaging with customer service. But when contact centers do give consumers great experiences, 71% have purchased additional items during or directly after that encounter.

71%

have purchased more during or after a great experience

I'VE PURCHASED ADDITIONAL ITEMS DURING OR AFTER A GREAT EXPERIENCE



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A JetBlue experience is about so much more than getting passengers from one place to another—it's about building meaningful relationships with our customers and treating them as people, not numbers.

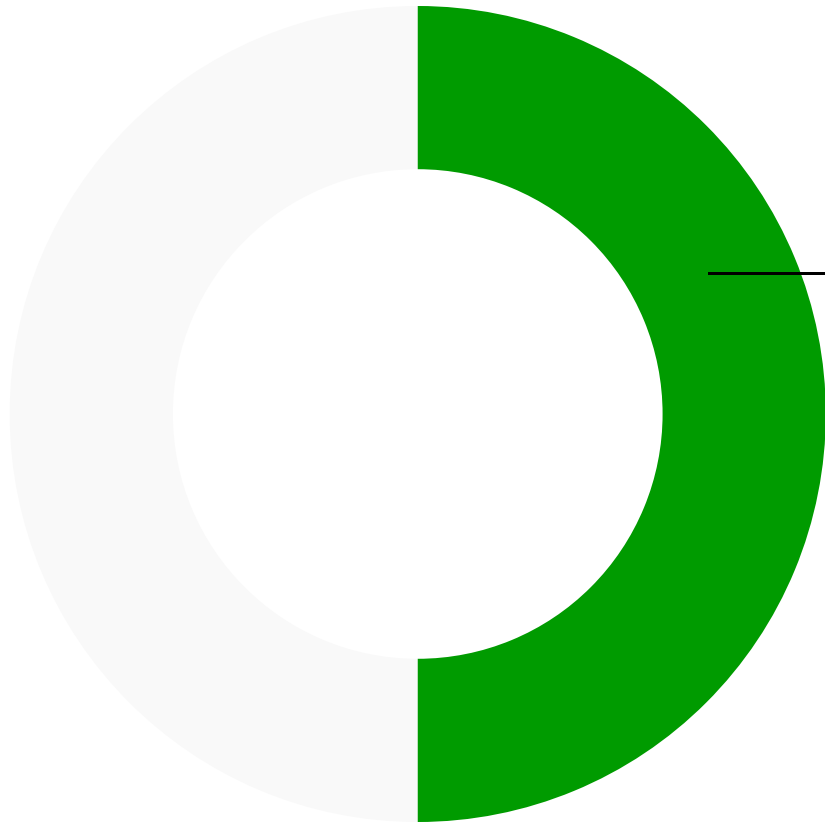
Frankie Littleford

Co-founder

jetBlue

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One and Done



51%

**of people will switch brands
after 1 or 2 bad experiences**

**You'd switch too! A negative
customer experience leaves
consumers feeling** 🤔😓💔

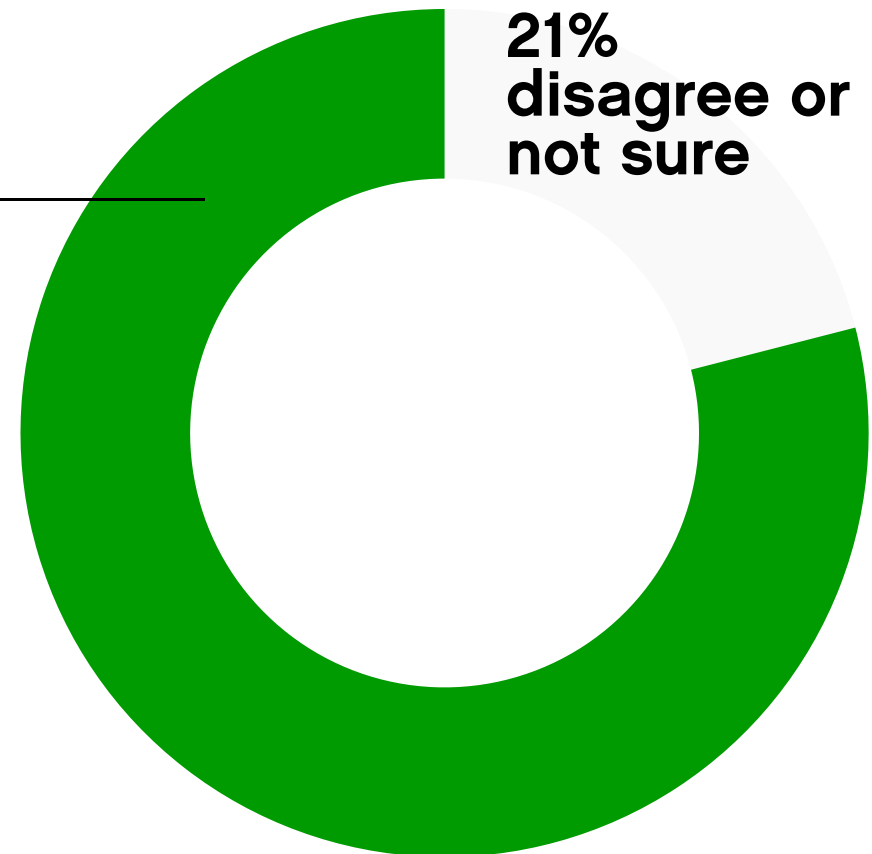
Bad experiences are costly

Negative outcomes can result from consumers having a bad experience: 79% will spend less and 59% will tell their friends and family to avoid a brand after only 1-2 bad experiences.

79%

**spend less after
a bad experience**

WHEN A BRAND GIVES ME A BAD EXPERIENCE I SPEND LESS

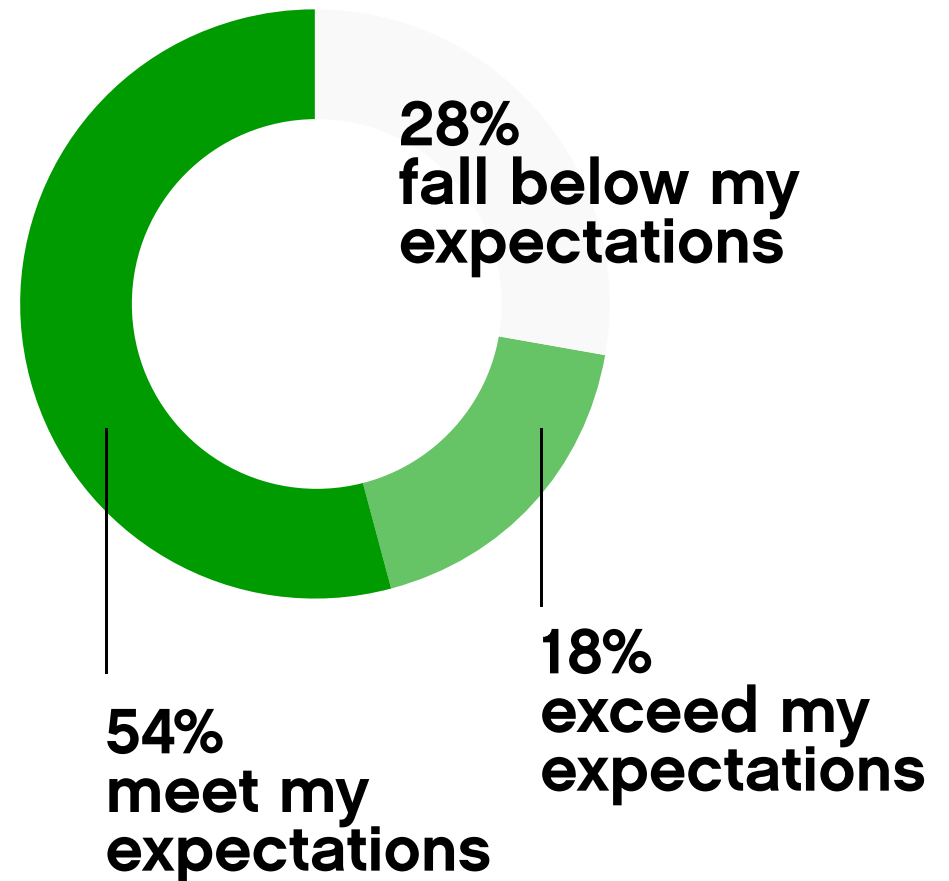


Going above and beyond

When it comes to the quality of customer service, the good news is that more than 18% of brands are exceeding expectations—that's an 11% increase from 2019.

72%
of expectations
met or exceeded

QUALITY OF CUSTOMER SERVICE



Are You Ready For Radically Personal Customer Expectations?

Put people at the center

79% of consumers say personalized service is more important than personalized marketing—make every customer feel known at hello.

Build a single lifelong conversation

86% of consumers expect conversations with agents to seamlessly move between channels—build one continuous conversation across all channels.

Create wildly productive heroes

84% of consumers go out of their way to spend more money with great experiences—turn your agents into revenue generating customer service heroes.

Get Radically Personal at www.gladly.com