

The Effortless Experience

Conquering the New Battleground for Customer Loyalty

Three Questions That Guided Our Research



What **impact** do Customer Service interactions have on a customer's future loyalty?¹



What can Customer Service do to **drive** loyalty?



How can Customer Service improve loyalty and still **reduce** operating costs?

¹ Loyalty is the result of three customer behaviors: 1) repurchasing, 2) increased share of wallet, and 3) positive word of mouth.

**The truest test of
loyalty is when
something
goes wrong.**

Our Study in Brief

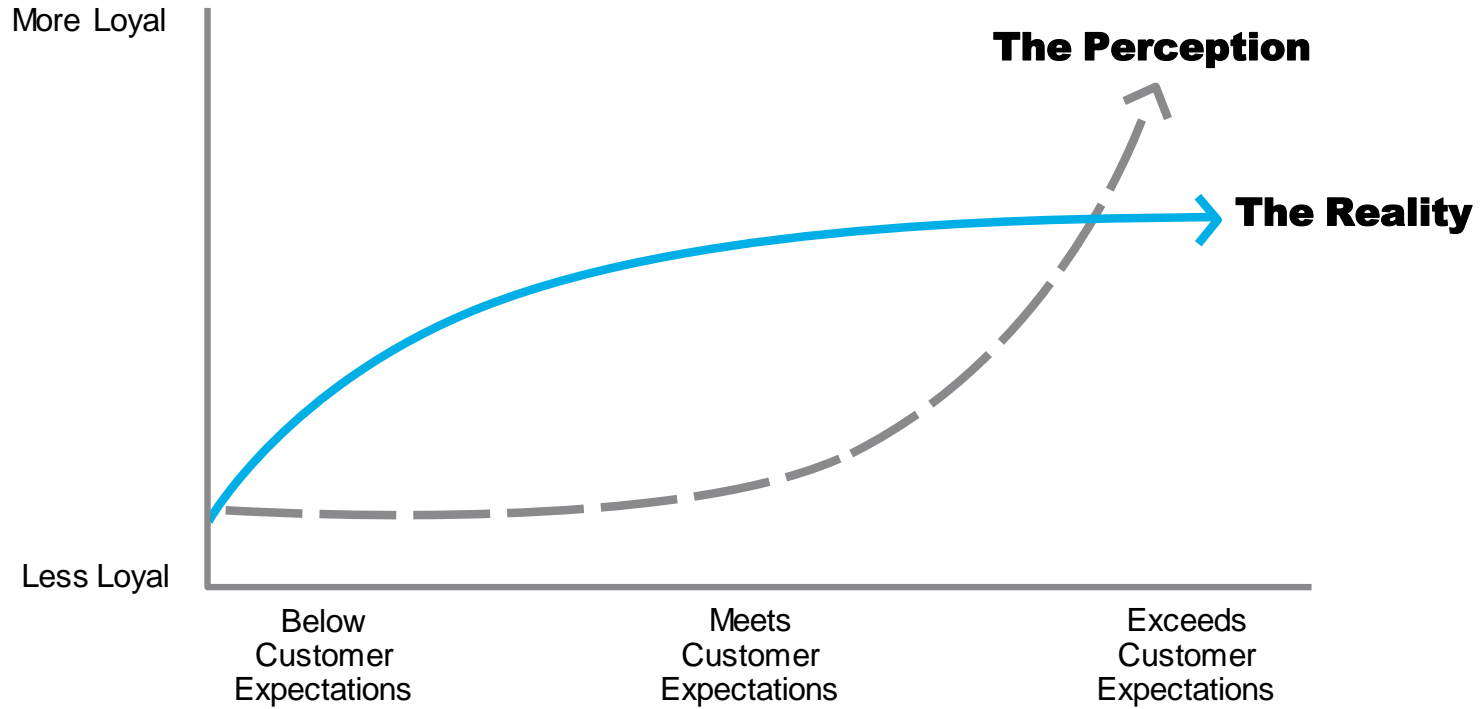
125,000+ Customers

5,000+ Customer Service Reps

100+ Companies

3 major findings

Finding 1: Delight Doesn't Pay

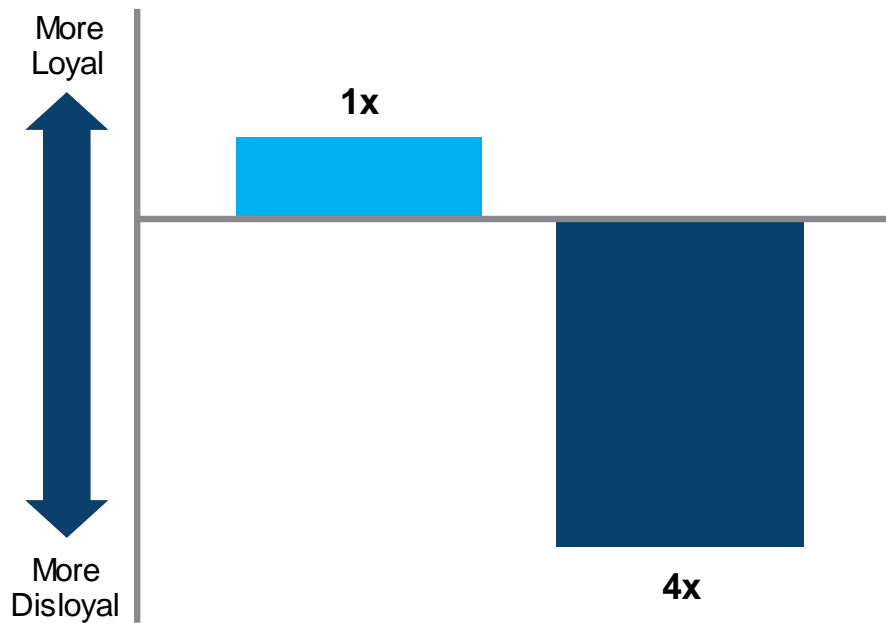


Delight only happens 16% of the time.

Delight increases operating costs 10%–20%.

Finding 2: Service Drives Disloyalty

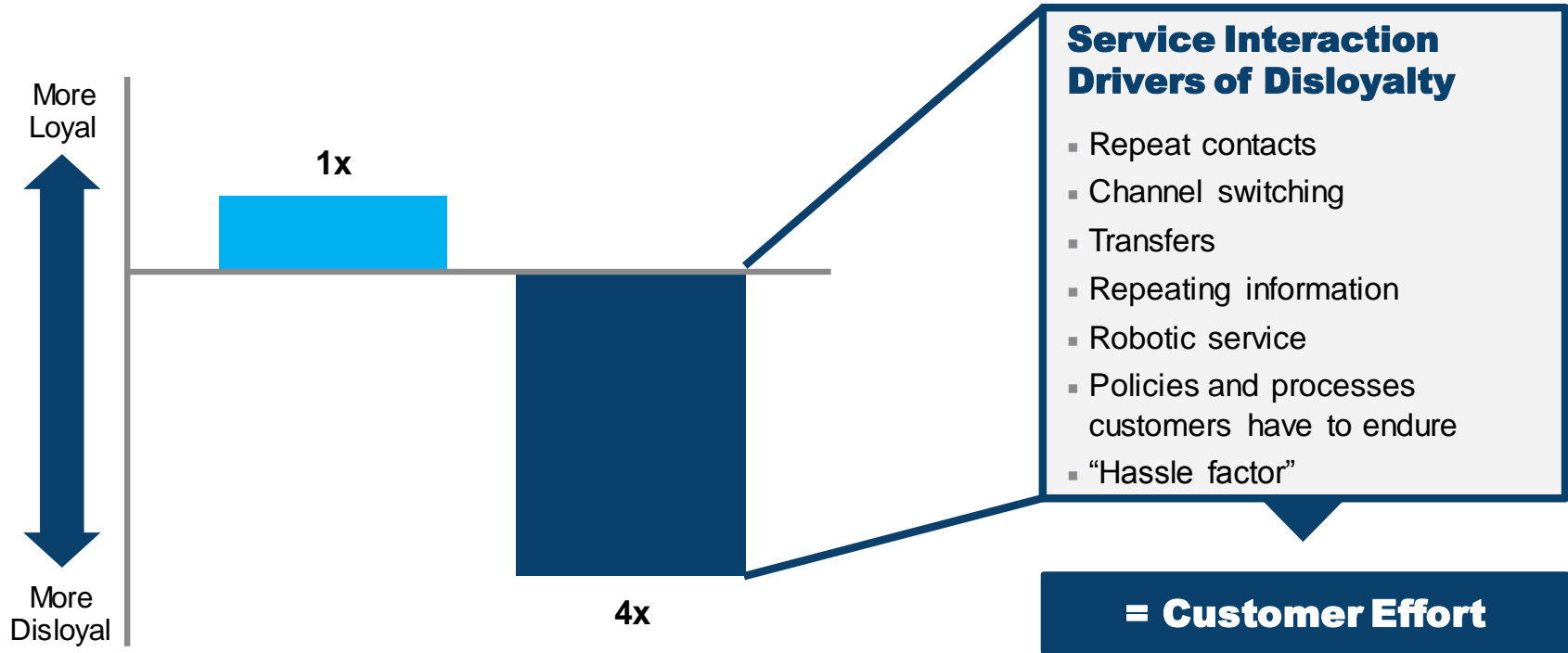
Customer Service Impact on Loyalty



Any given service interaction is **4x** more likely to result in a **more disloyal** than a more loyal customer.

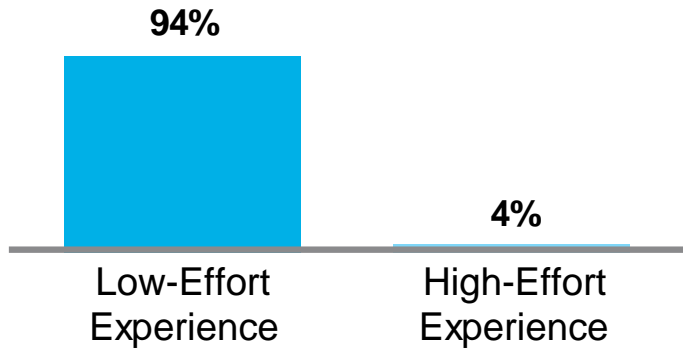
Finding 3: Mitigate Disloyalty by Reducing Effort

Customer Service Impact on Loyalty

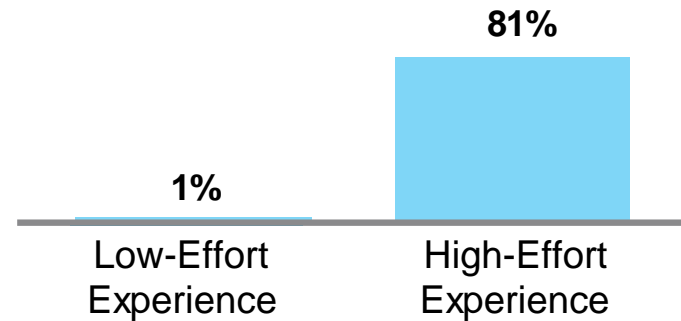


The Business Case for Reducing Effort

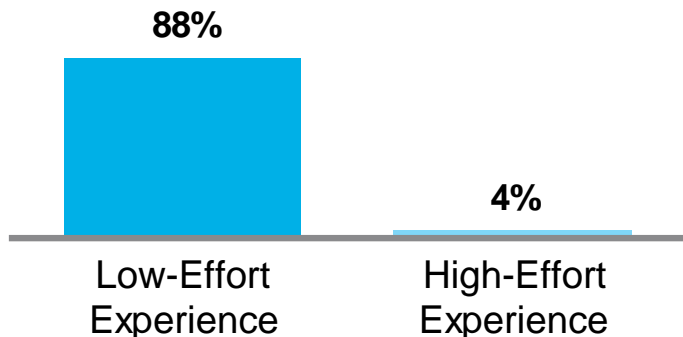
Likelihood of Repurchase by Customer



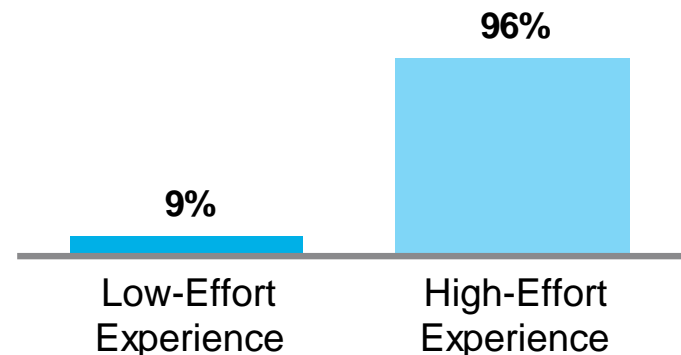
Likelihood of Negative Word of Mouth from Customer



Likelihood of Increased Customer Spend or Wallet Share



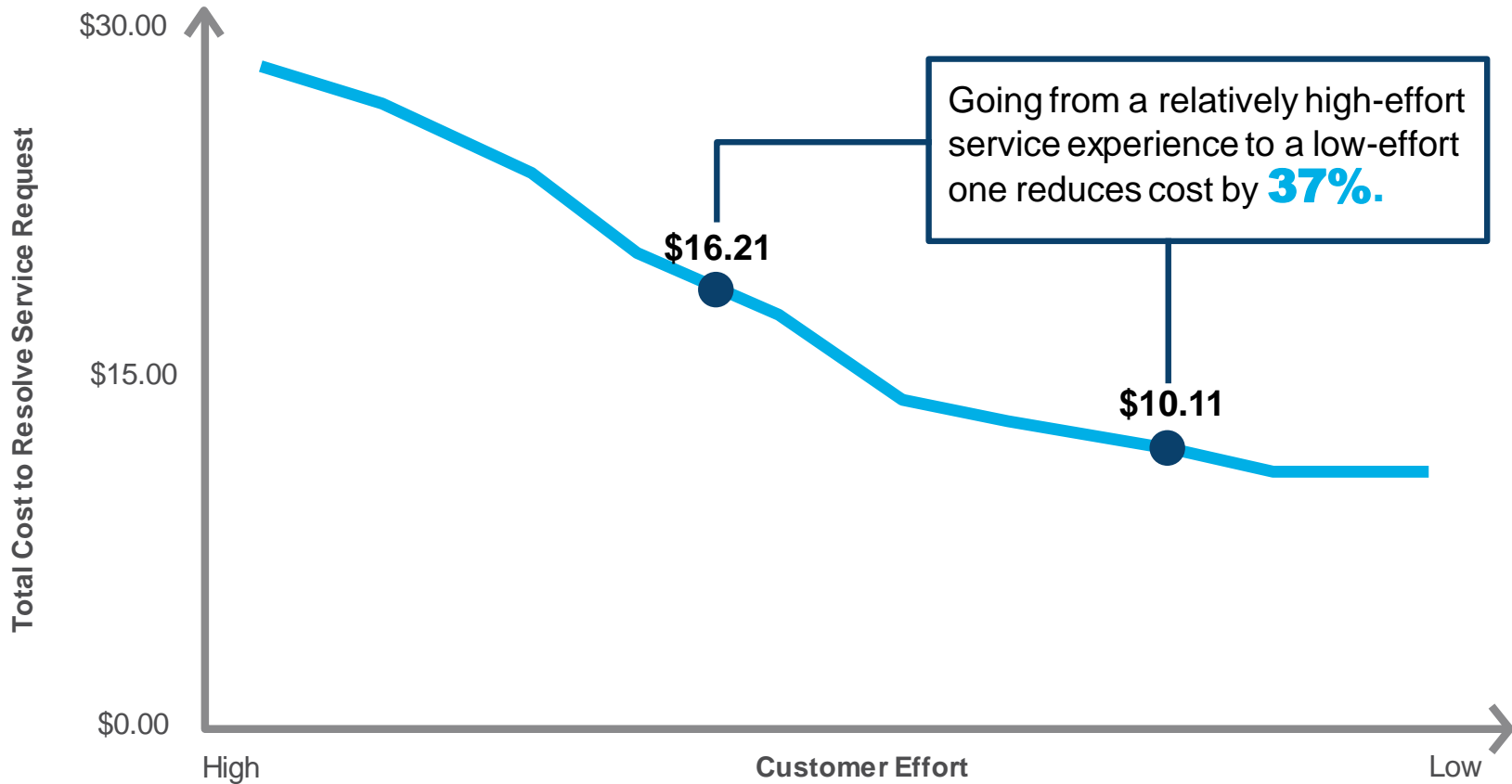
Overall Customer Disloyalty



Source: CEB analysis.

High Customer Effort Costs You Money

Cost to Serve by Customer Effort Level



Source: CEB analysis.

CEB Helps You...



Gain Buy-in for Your Low-Effort Journey

Get peer, executive, and staff buy-in to provide low-effort service.



Assess and Measure Current Customer Effort

- Set a baseline for improvement by measuring your Customer Effort Score.
- Identify and track the sources of high effort at your organization.



Hire and Develop Staff Who Provide Low-Effort Service

- Assess prospective service reps for low-effort potential.
- Train reps on the processes that provide low-effort interactions.
- Train reps on how to make interactions feel low effort.



Get Alignment and Drive Adoption

- Teach supervisors how to coach reps in providing low-effort service.
- Adapt quality assurance processes to focus on low-effort behaviors.

Contact Us to Reduce Customer Effort and Drive Loyalty

CEB Customer Contact Leadership Council provides the following:

- Best Practice Research
- Functional Benchmarking
- Advisory Support
- Executive Networking
- Staff Development Tools and Workshops
- Change Management Resources

Learn more, and join the conversation:



cebglobal.com/effortless



effortless@cebglobal.com



www.youtube.com/CEB



The Effortless Experience from CEB



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