

TOP 10 SOCIAL CUSTOMER SERVICE STATS OF 2016

1

Yearly, US companies that offer poor customer service are losing an estimated

\$41 billion

(NEWVOICEMEDIA)

2



↑ 15%

in churn rate for existing customers, when companies fail to respond to customers via social channels. (GARTNER)

3



45%

of retailers are ignoring customer inquiries on Twitter because they don't have the resources to manage it, despite the fact **88%** have a Twitter presence. (EPTICA)

4



= 20%-40% MORE



revenue per customer. Engaging to customer service requests on social,

(BAIN AND COMPANY)

5



Implementing a social customer service program can increase your annual **customer satisfaction** scores by nearly

20%

(ABERDEEN)

6

92% RETENTION



among companies with a well-crafted social customer service approach.

and have a **21%↑**

year-over-year increase in **positive social media** mentions.



(ABERDEEN)

7



One social customer service interaction costs around \$1



VS



One call center interaction costs nearly \$6



(NM INCITE)

8



62%

of companies have adopted a social customer service program in 2015.

(ABERDEEN)

9



67%

of companies believe that social customer service is the **most pressing short-term priority** for the customer contact center.

(FORRESTER)

10

Companies that improve their customer experience on social from average to 'wow' can see a **30-50% improvement** in key measures such as likelihood to:



repeat purchase,



upsell,



recommend your product to others.

MCKINSEY