

Purrfectionary

Pet Snack Shop & Café

THE IMPORTANCE OF QUALITY SERVICE

"This infographic will lead you through the Purrfectionary Customer Journey with industry statistics to express the impact they have on customers."

The Purrfectionary Pals

#1

Feeling unappreciated is the reason customers switch away from products and services.

Newvoicemedia.com

GREET

"Friendly employees or customer service representatives are what make a memorable experience that causes consumers to stick with a brand."

Harris Interactive

73%



Socks

INQUIRE

"Companies that make a concerted effort to improve their customer experience also see employee engagement rates go up by an average of."

McKinsey

20%



Stripes

LISTEN

"Customers say understanding how they use products and services is very important to winning their business."

Salesforce

70%



Sunny

SUGGEST

"Customers said that a representative's knowledge or resourcefulness was key."

American Express
2017 Customer Service Barometer

62%



Stormy

BOOST

"Consumers say they have made an additional purchase from a company after a positive customer service experience."

Dimensional Research

52%



Stan

CONFIRM

"Companies with "above average" Customer Experience maturity perform better financially than their competitors."

Temkin Group

73%



Snowy

THANK

"Customers believe the key to great customer service is a polite customer service representative."

AE

68%



Socks