

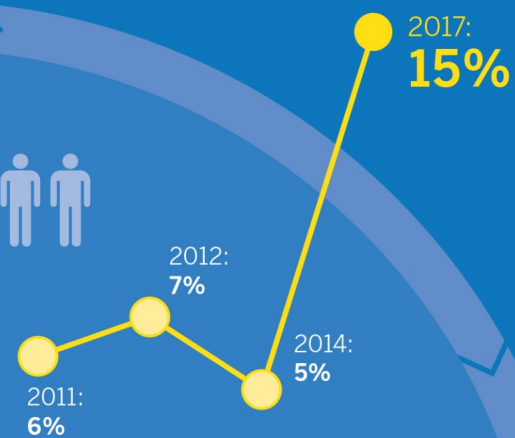
CUSTOMER SERVICE STEPS UP

Service satisfaction is higher than ever—but so are the stakes. Customers have more tools at their disposal to connect for service, and businesses that get it right are rewarded.

WHAT THEY SEE



8 in 10
American customers are satisfied with the customer service businesses provide ...



... and a record number say companies are **exceeding** their expectations ...



... fueled by a big jump in those who say companies are **increasing** their focus on good service.

Ages 18-35:
24%

36-51:
15%

52+:
4%

Nearly a quarter of Millennials say companies exceed their service expectations. Baby Boomers are the least satisfied.

WHAT THEY EXPECT

What drives a great interaction with a service professional?



Customers can be quick to punish companies after poor service.

33% would consider switching companies **immediately** after poor service

60% would consider switching after **2-3 instances** of poor service



Chat and mobile apps are growing as tools for customers to connect.



Prefer chat/IM

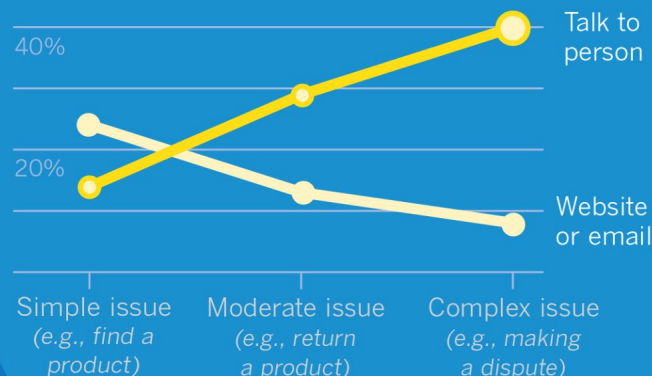
35%
↑ increase since 2014



Prefer mobile apps

71%

The desire to speak to a person increases with the complexity of the service issue.



Top ways customers think customer service can improve:

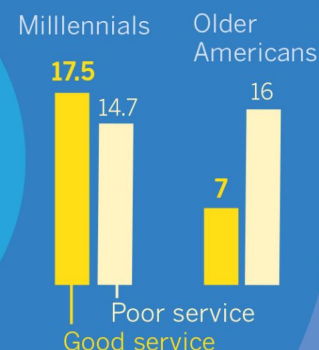
- Take care of my needs more quickly **40%**
- Train representatives to make a personal connection **18%**

WHAT THEY'LL DO

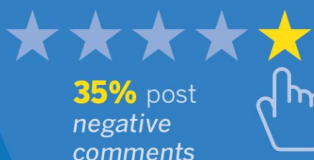
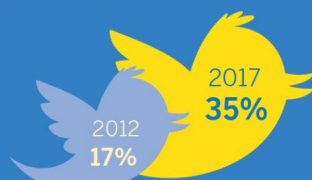
69% say they'll spend more with a company that has good customer service

Nine in 10 Americans tell others about their service experiences

Number of people they tell:



Social media is rapidly growing as a way to reach customer service



Americans are more likely to post about good service than bad service on social media

About the American Express Customer Service Barometer

The American Express® Global Customer Service Barometer is a study conducted by American Express and Ebiquity, exploring customer attitudes and preferences around customer service they receive from companies. Research was completed online among a random sample of 1,000 U.S. consumers aged 18+. Interviews were conducted by Ebiquity, a team of independent marketing performance specialists.

