

CUSTOMER EXPERIENCE PARTNERS

Can Your Customers Reach You?



Any idea of how many of the Fortune 50 make their phone numbers easy to find on their home page? According to writer B.L. Ochman who took the time to re-research the subject, it was exactly 3! Not even phone companies like AT&T and Verizon are willing to encourage telephone contact! According to Ochman only Dell, Lowe's and Home Depot were upfront in displaying a phone number and thereby providing accessibility and demonstrating a willingness to speak with their customers.

Maybe the remaining 47 companies feel that most of their customers prefer to interact with them via social media? Think again. According to Ochman's What'sNextBlog.com, while a greater number of the group provide social media links, still less than half, by Ochman's count, do so; 44% of the Fortune 50 include social media links on their homepage. But though they do, "those links rarely lead to [follow-up by] live human customer service problem solvers".

Are they disinterested or merely misguided?

With the buzz surrounding social media, how many of the Fortune 50 do you think have staff monitoring Facebook and Twitter to identify and respond to unhappy customers? **Customer Experience Partners** have no definitive proof but based upon personal conversations and media accounts we're guessing it's many more than the 3 that provide telephone numbers.

One more number to identify the severity of this avoidance behavior; **82% of Americans report that they've stopped doing business with companies because of poor customer service!**

False Cost Savings

Some of this "invisibility" is no doubt motivated by attempts to control the rising costs of customer service centers. But it's a self-defeating motive. **Without easy access, unhappy customers are forced to air their dissatisfaction publicly.** We can only imagine that somehow the cost of all that negative word of mouth, and all the potential sales that are lost, is overlooked in the initial cost-containment decision.

Yes, offering live representatives is costly. But we wonder if many corporations have actually done their homework and included **all** the factors in their cost-benefit analysis. Improving the customer experience is a hot topic among today's corporate managers, but actions like these totally undermine this resolve.

Customer Experience Partners can explain how to get inside your customers' heads, look at their *total experience*, and identify the two or three key problems on which you should be focused for improvement. To learn more contact:

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