

Ideba White-Glove Service Training: Exceptional Customer Experiences Matter

Anecdotal data about the importance of excellent customer service has been replaced with empirical proof. Few factors contribute more to customer satisfaction, retention, and growth than the service your customers receive.

"80% of customers say the experience a company provides is as important as its products or services."

— Salesforce, "State of the Connected Customer"

"A strategy focused on improving the experience of existing customers can deliver breakthrough growth for incumbent companies—often more than double that of their industry peers."

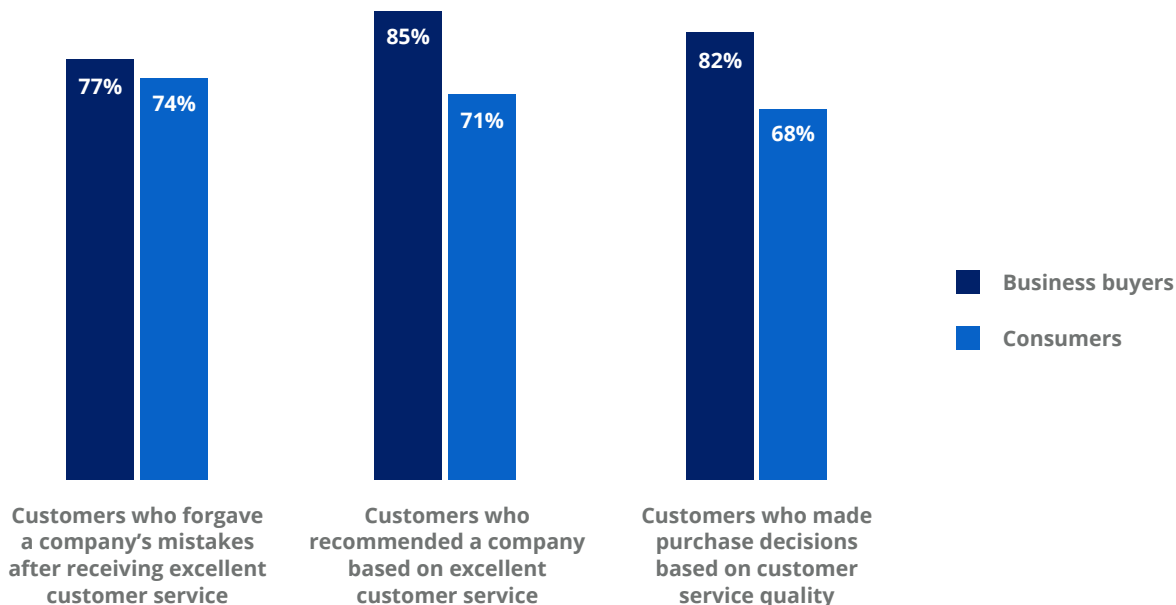
— McKinsey & Company, "Experience-Led Growth: A New Way to Create Value 2023"

A Salesforce survey of 14,300 consumers and business buyers cites significant changes in customer expectations.

"80% of customers say experiences should be better considering all the data companies collect."

— Salesforce, "State of the Connected Customer"

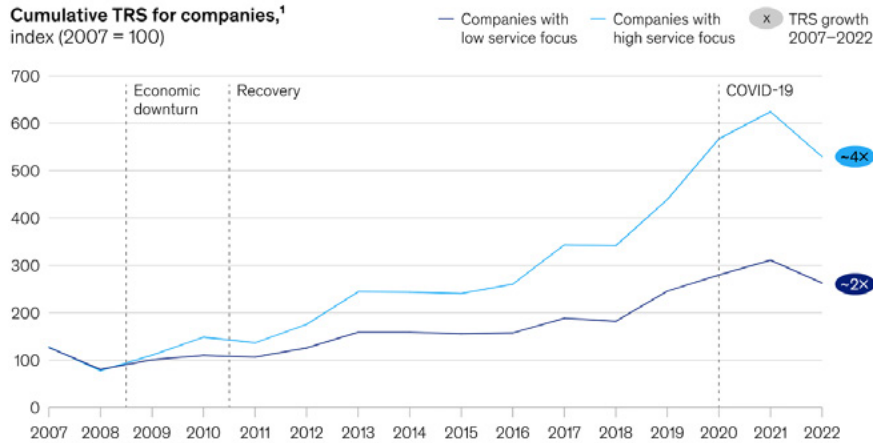
Business buyers are particularly sensitive to customer service failures—and swayed by service excellence.



Salesforce, "State of the Connected Customer"

This, naturally, impacts the bottom line:

Total investor return for companies has a correlation with a high and low services focus.



¹Companies assessed based on percentage of revenue from services and initiatives underway or planned to increase revenue from services; n = 55.

McKinsey & Company, "Capturing the opportunity in B2B services – a pathway to better returns"

McKinsey puts it in a nutshell:

"A strategy focused on improving the experience of existing customers can deliver breakthrough growth for incumbent companies—often more than double that of their industry peers..."

"80 percent of the value creation achieved by the world's most successful growth companies comes from their core business—principally, unlocking new revenues from existing customers..."

"To succeed with [experience-led growth], companies start by defining their desired financial outcome and then prioritize the customer experience (CX) improvements that will deliver that outcome."

— McKinsey & Company, "Experience-Led Growth: A New Way to Create Value 2023"

Exceptional customer service is a major differentiator. It increases customer engagement and satisfaction, unlocks new revenue from existing customers, and delivers growth.

However,

"63% of business buyers say most customer experiences fall short of what they know is possible."

— Salesforce, "State of the Connected Customer"

Ideba's White-Glove Training equips staff to deliver exceptional customer experiences that help you meet and even exceed your business goals.

To learn more, contact dauids@idebmarketing.com; 425-638-3797

Organizations that train their staff to meet and even exceed customer expectations gain:



15–25%
increase in cross selling



5–10%
higher wallet share



20–30%
higher satisfaction
and engagement