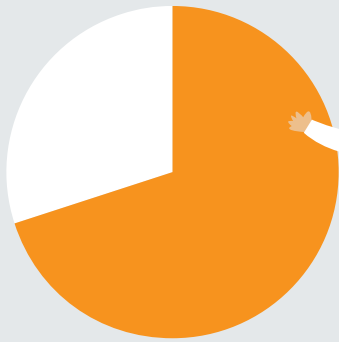


HOW IMPORTANT IS CUSTOMER SERVICE?



86%

OF BUYERS WILL PAY MORE FOR A BETTER CUSTOMER SERVICE EXPERIENCE



70%

OF BUYING EXPERIENCES ARE BASED ON HOW CUSTOMERS FEEL THEY'RE TREATED



70%

OF CUSTOMERS WILL DO BUSINESS AGAIN WITH THE COMPANY THAT RESOLVES THEIR COMPLAINTS

2%

INCREASE IN CUSTOMER RETENTION



=

10%

DECREASE IN COST