



State of the Brand Experience: Pitfalls and Opportunities

Independent market researcher Vanson Bourne surveyed 3,000 U.S. and U.K. consumers about their brand experiences for a report commissioned by Serenova

Customer Experiences Falling Short Across Multiple Channels



80%

of consumers who purchase across channels say they **do not always have a seamless experiences**

And It Matters...



73% say **seamless experiences across channels** are **very important**



Around **3/4** associate **knowledgeable staff (73%)** and **quick resolution of issues (72%)** with **good customer service**

Good Experiences Mean Positive Actions

After a good brand experience:



73%

would **purchase** from a brand again



70%

would **recommend** a brand to friends and family



23%

would **share** their experience on social media

And Bad Experiences Equal Trouble for Brands



77%

say they had a **bad customer experience** when **interacting** with a brand in the last 12 months

96%

say they would **take action** after experiencing **bad customer service** from a brand, including:



62%

not purchasing from a brand again



56%

not recommending a brand to friends and family



26%

sharing the bad experience on social media



77%

say they are **more likely** to **share** and remember **bad experiences** than good ones

The Warning Is Clear...

If brands can't improve the customer experience, they face a serious uphill battle to keep those customers and acquire necessary new ones

For complete survey results and to learn how the right contact center can help improve your customer experience, download the report, Contact Centers: The Moment of Truth for Your Brand, including complete survey results at:

www.serenova.com/momentoftruth