

4 ways high-performers win on customer experience

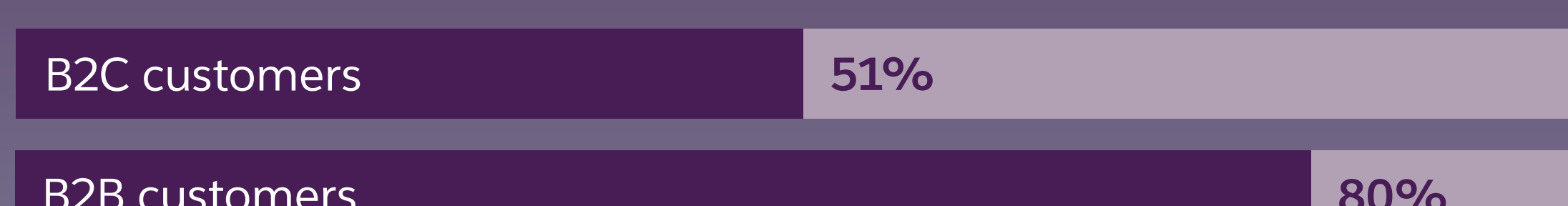
Today, all eyes are on the customer experience. It defines which companies are struggling and which are thriving. Here's what high-performing service teams around the world are doing.

In 2016, **14%** of customer service teams rated their overall performance as excellent – they're our high-performers.



1. Use tech to anticipate customer needs

By 2020, customers expect companies will be able to solve their issues before they're even aware of a problem.



High-performing service teams are on-board. They're **3.9x more likely** to say **predictive intelligence** will have a transformational impact on customer service by 2020.



2. Focus on prompt issue resolution

Customers expect companies to react to them in real-time.



High-performing teams are **2.9x more likely** to excel at promptly **solving customer needs** on the first touch.



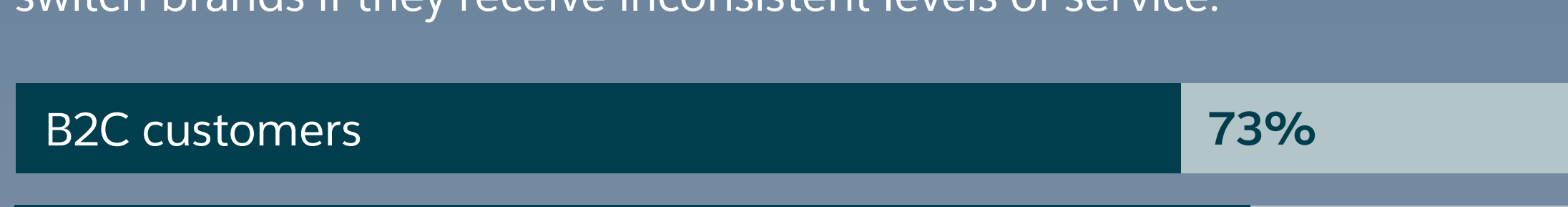
Tools and technology are a key enabler to effectively and quickly solving customer issues.

86% of high-performers are empowered with access.

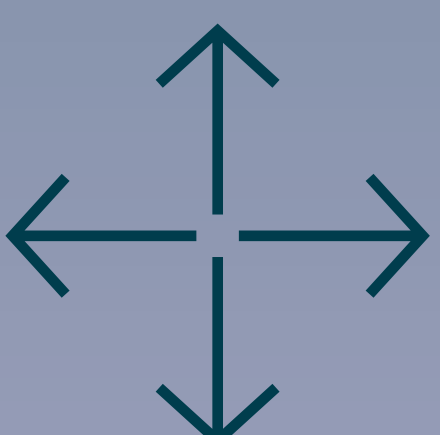


3. Offer frictionless omnichannel service

Customers expect consistency across touchpoints. They are likely to switch brands if they receive inconsistent levels of service.



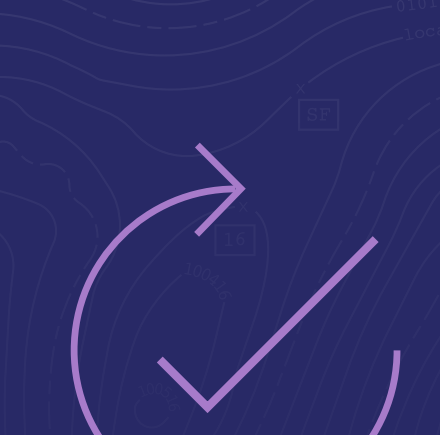
Yet only **68%** of service teams are focused on providing a consistent experience across every channel.



High-performing teams excel at omni-channel service interactions – **75%** rate their abilities as excellent or above average, compared to **20%** of under-performers.



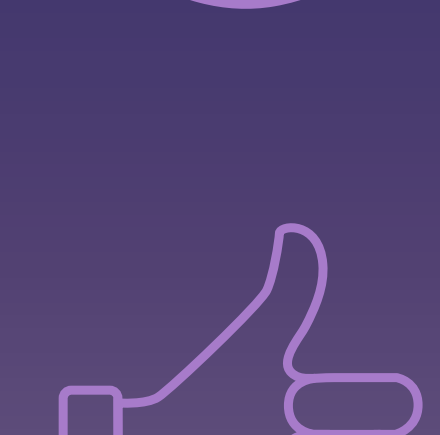
4. Gain a single customer view



79% of service professionals agree that a shared, single view of the customer empowers teams to provide consistency and continuity in every customer interaction.



In Australia and New Zealand **83%** say a single customer view is critical to success.



85% of top service teams have a shared, single view of the customer, **3.5x** more than under-performers.

Create a competitive advantage

In an era of heightened customer demands, learn how top performing service teams are transforming the customer experience. Download the 2017 State of Service report.

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