

# CUSTOMER SERVICE...

## WHY YOU SHOULD TURN THE ORDINARY TO EXTRAORDINARY

Studies show that helping others provides a sense of purpose and is a key to achieving happiness.

### IN THE PAST YEAR

Peoples' priorities have changed, leading many to place an even higher premium on companies they trust <sup>1</sup>



**75% OF U.S. CONSUMERS...**  
tried out different stores, websites or brands during the pandemic. <sup>2</sup>

**60% OF THESE CONSUMERS...**  
expect to stick with those new options found during the pandemic. <sup>2</sup>

**91% OF CUSTOMERS...**  
say that a positive customer service experience makes them more likely to make another purchase. <sup>3</sup>



### KEY FINDINGS FROM CUSTOMER LOYALTY RESEARCH <sup>4</sup>

Consumers' emotions play a critical role in determining which brands they are loyal to.

Consumers promote brands they are loyal to, and enjoy giving back.

**71% OF CONSUMERS...** are loyal to companies that have shown empathy. <sup>5</sup>

### EMPLOYEE PRIORITIES HAVE ALSO CHANGED...

**84% of younger workers** cite "meaningful work" as a highly important job criteria. <sup>6</sup>

### WHAT DOES THIS MEAN FOR THE FUTURE OF CUSTOMER SERVICE?

"Now, service isn't just about solving problems, it's about enhancing relationships and enchanting customers."  
– Forbes, April 2021 <sup>5</sup>

## How you make the Ordinary Extraordinary:

- #1 Make it Memorable
- #2 Be Positive
- #3 Make it Fun
- #4 Read the Clues

**FILL the  
GLASS**

QR to Watch  
Fill The Glass  
Trailer



 **media partners**

Infographic provided courtesy of Media Partners, providers of premier "peoples skills" and compliance training content.

#### Source of data:

Source 1: <https://www.digitalcommerce360.com/2021/01/27/trust-is-the-new-consumer-currency-in-the-pandemic-era/>  
Source 2: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/five-fifty-the-quickening>  
Source 3: <https://www.salesforce.com/resources/articles/customer-expectations/>  
Source 4: <https://www.capgemini.com/resources/loyalty-deciphered/>  
Source 5: <https://www.forbes.com/sites/briansolis/2021/04/28/driving-lifelong-loyalty-through-human-centered-customer-service/?sh=278doc3961ce>  
Source 6: <https://www.businessnewsdaily.com/15050-how-to-work-with-generation-z.html>



For more information, find us on our social media accounts or visit our webpage:  
[www.mediapartners.com](http://www.mediapartners.com) | (800)-408-5657