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The recipe for CX recovery.

Do consumers ever forgive and forget a bad customer experience (CX)? It happens pretty often, actually. Follow these tips to get your CX back where it needs to be.

Fire up your agents.

Keep your staff involved and up to speed with industry training. Then layer on role-playing and nesting so agents internalize what they've learned.

80% of customers will forgive a company for its mistake after receiving excellent service.[1]

Replace bland with brand.

Find empathetic representatives, screen them for CX talent, and give them the tools to live and breathe your brand culture.
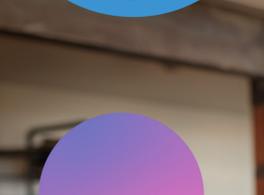
65% of customers find a positive experience with a brand to be more influential than great advertising.[2]

Pair the experience with purpose.

Encourage employees to become coauthors of the process, rather than simply task performers. They'll be invested in the work and think of new ways to improve CX.

45% increase in profits is what stores could earn by moving from the bottom quartile to the top quartile in employee experience metrics.[3]

Bake in feedback optimization.

Analyze, categorize, and apply feedback by funneling it into process recommendations that continuously optimize the customer journey.
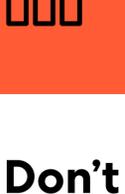
63% of consumers say companies need to get better at listening to their feedback.[4]
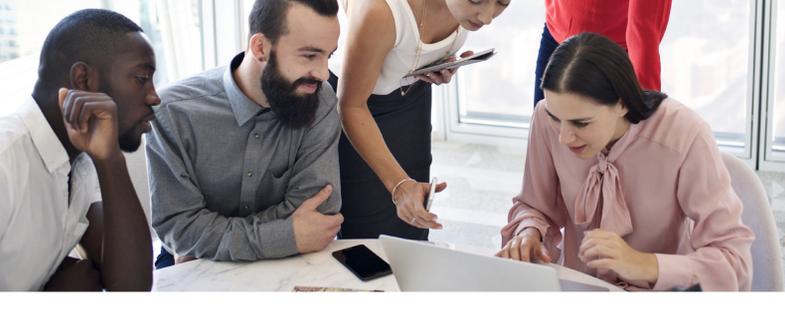
Blend in team building.

Teamwork makes a difference, whether on-site or remote. Supportive connections help keep employees engaged and turnover rates low—which customers notice.

23% is the profitability margin of business units with highly engaged employees over those with the least-engaged employees.[5]

Don't start from scratch.

Detail interaction history in your CX software so customers don't have to repeat themselves.

64% of customers say "having to talk to several people or departments to get an issue resolved" is one of their top customer service frustrations.[6]
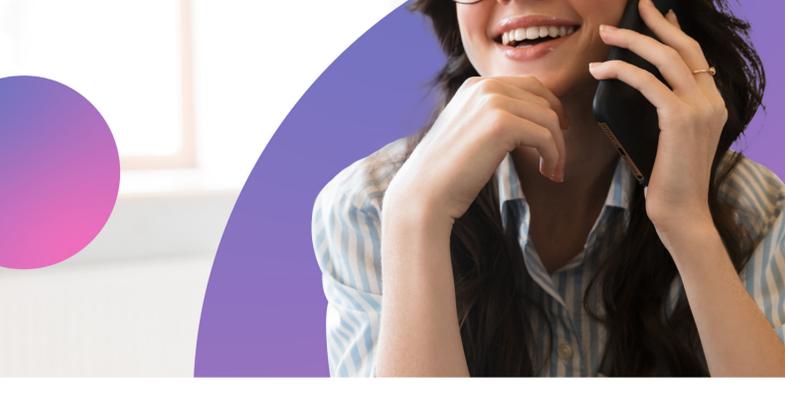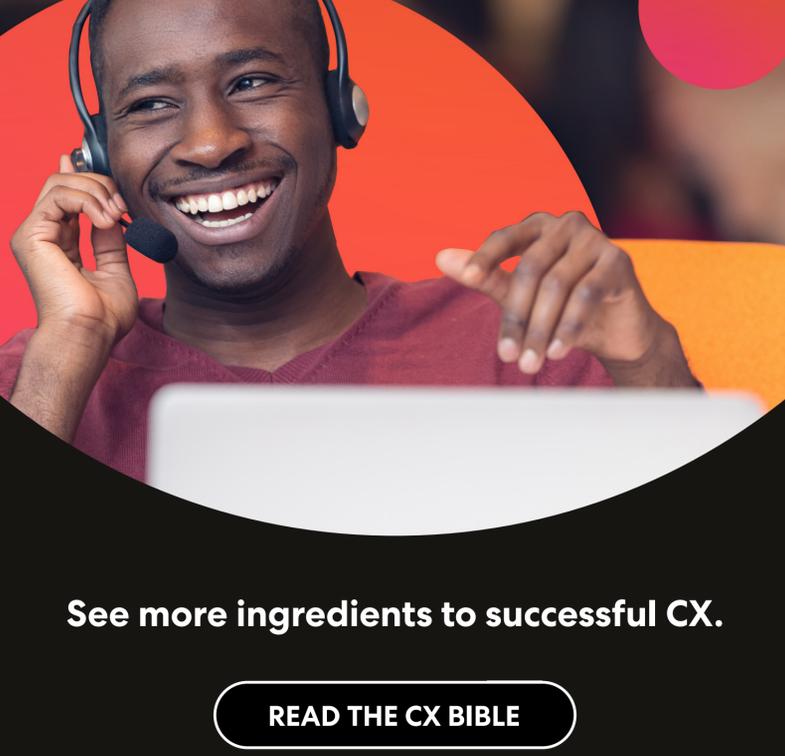
Add a touch of the human.

Technology can now deliver excellent CX, but many situations call out for a human. Make it easy for a frustrated customer to reach an empathetic, well-trained agent.

69% of customers still say talking to a live agent by phone is one of their preferred methods of communication.[6]

Recognize a job well done.

Take time to savor the wins, both big and small. Whether that's hitting Net Promotor Scores (NPS) or getting a heartfelt "thank you" from a customer—a win is a win.

See more ingredients to successful CX.

READ THE CX BIBLE

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1. https://www.statista.com/statistics/1323488/consumer-behavior-customer-service-worldwide/
2. https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.htm
3. https://hbr.org/2022/01/research-how-employee-experience-impacts-your-bottom-line
4. https://www.qualtrics.com/experience-management/customer/collecting-customer-feedback/
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