



Australian Customer Service Myths Exposed

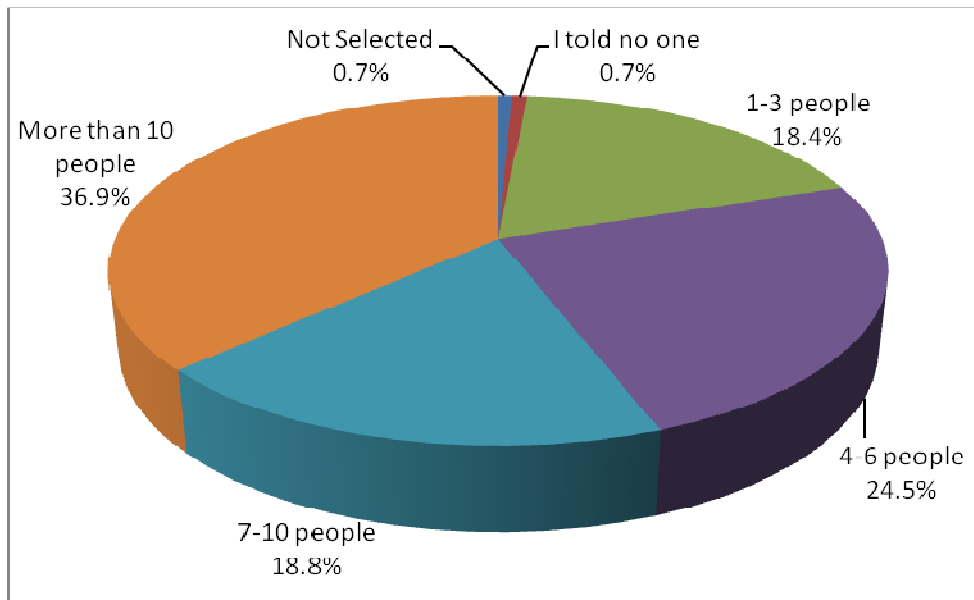
Executive Summary; February 2010

The latest AussieHost / JRA Customer Service Pulse findings have exposed Australian service myths; customers want personal service now more than ever.

Over 90% of Australians surveyed in the recent AussieHost JRA Customer Service Pulse say they will tell more than three people about a bad customer service experience.

Almost 40% of respondents said they would tell more than ten people about a bad experience, and the frightening reality is that a customer's perception of good service does not match mainstream business thinking. The graph below highlights that disappointed customers do not hold back when sharing their bad experiences.

How many people do customers tell about bad service?



Graph 1: Distribution of responses to the question: "Please think about an *EXCEPTIONALLY POOR* customer service experience you've had recently, how many people did you tell about it?"

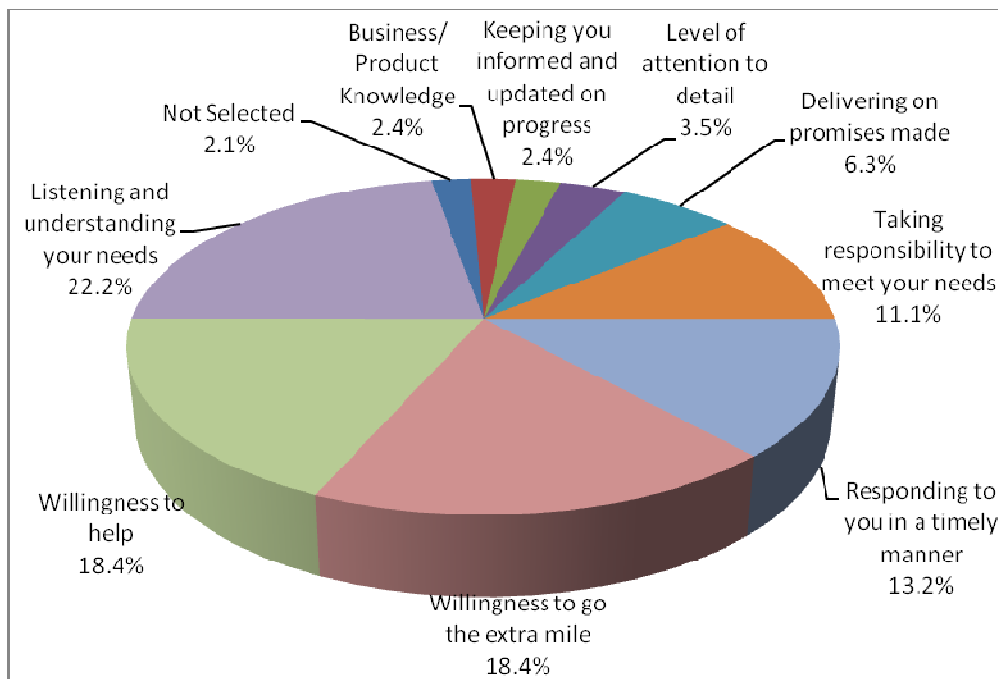


Director of AussieHost, Simon Nikoloff, said it is clear that Australians value the personal touch far more than the things traditionally thought to be important, like product knowledge, keeping promises and attention to detail.

22.3% of customers surveyed said they valued listening and understanding their needs as the most critical factor. Two other key themes that emerged were ‘willingness to go the extra mile’ and for the frontline person to ‘show a willingness to help’.

“Product knowledge scored only 2.5% and ‘keeping promises’ was rated by just 6.4% of respondents. Perhaps it’s not surprising when you consider that the internet enables customers to research and often to be better informed about the product than the sales staff.”

Traits that customers value



Graph 2: Distribution of responses regarding the traits that customers value in sales staff

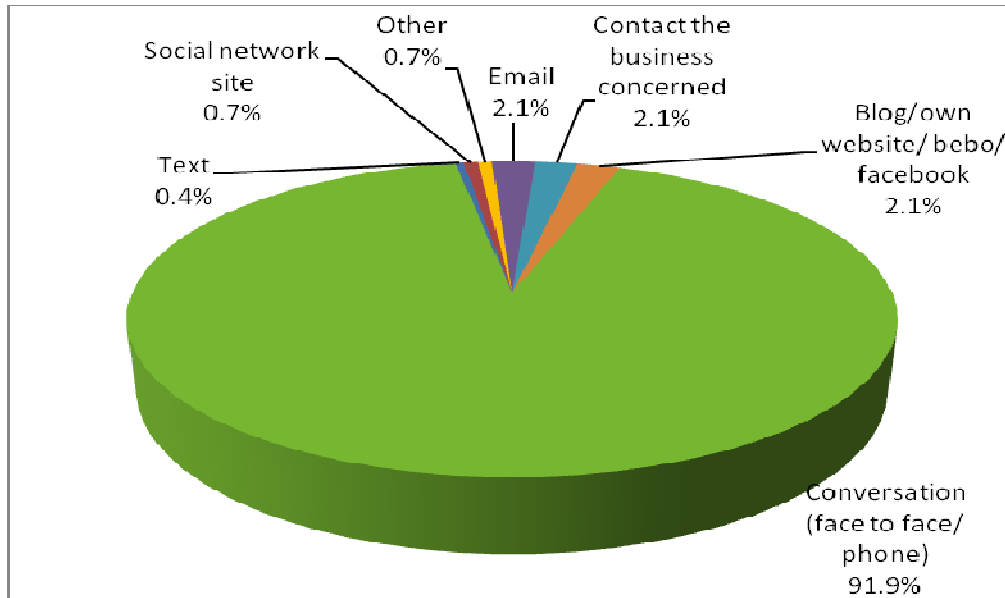
Just over half of respondents said they were dissatisfied with customer service in Australia, and an even more disturbing trend is that well over half of customers believe it’s getting worse.

In other findings, accounting and legal services were rated the best for customer service while insurance companies were given the thumbs down, scoring lower than all other sectors.



Conversation is predominantly the method on how bad service experiences are shared – at home or at work or with friends and family.

How customers share bad service experiences



Graph 3: Distribution of responses to the question: “What method do you predominantly use to tell people about your customer service experiences?”

Mr Nikoloff also said, “While it’s true that most Australians will tell others about bad service – the internet is good for research and also spreading stories about bad customer service experiences – the situation is not beyond repair.”

“The pulse makes it clear that people still hold traditional values as important. By listening to understand, showing willingness to help and going the extra mile, the business community can turn the situation around.”

Extended report coming soon.

