

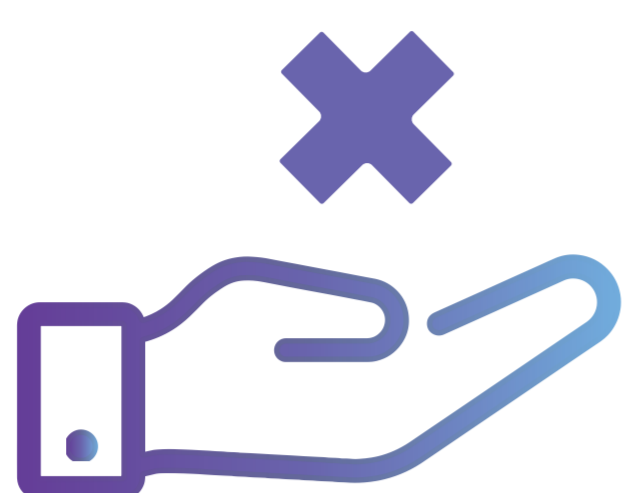


Consumer expectations heightened as a result of inflationary price hikes

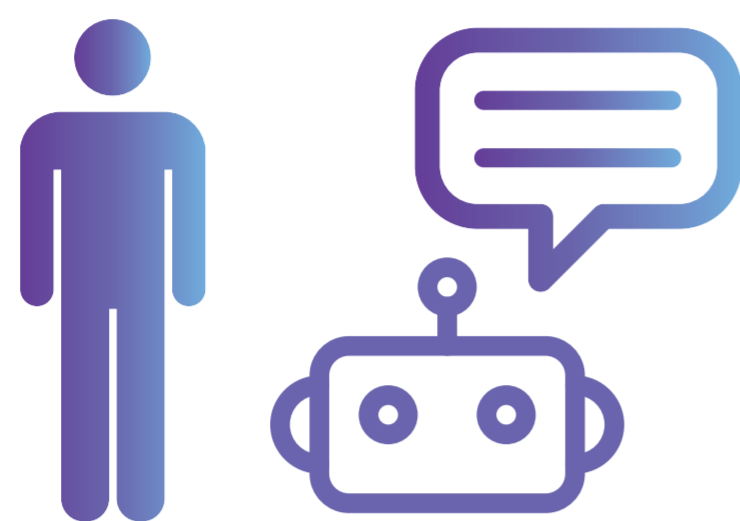
Customer service training budgets should be ringfenced

A survey of over 2,000 working age adults reveals the perceived standard of UK customer service in the wake of record inflation.

Quality of customer service



In the wake of rising prices, **41%** of people feel the quality of customer service offered by companies has worsened



Disinterested staff and chatbots replacing human interactions were amongst the most commonly cited complaints of respondents



43% of respondents are willing to pay more for goods and services if they receive a high level of customer service



48% of respondents expect higher prices to be reflected in the level of service they receive

Accessible and inclusive service



42% of people would spend more with a business if it provided an accessible and inclusive service



48% of people would not return to a business if it didn't provide an accessible and inclusive service



58% of people would recommend a business to family and friends if it provided an accessible and inclusive service

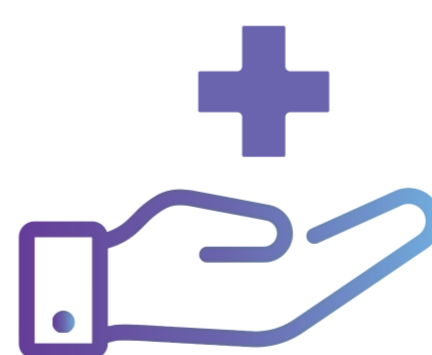
Ways of businesses exceeding expectations in customer service



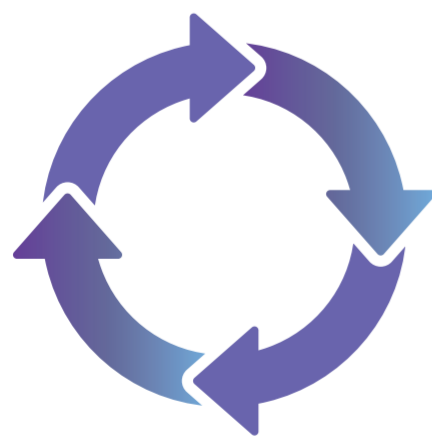
Well trained, confident, knowledgeable and happy staff
68%



Immediate response on product or service questions
54%



Offering something extra
46%



A consistent experience across all communication channels
38%



A personalised experience
37%



A free item
37%



Asking for regular feedback on the product/service
16%

Results based on a UK survey with 2077 respondents in August 2022.