Khoros

The Divide Between Brands and Customers

PITFALLS COSTING YOU MONEY

PITFALL 1:

Believing your customers seldom have negative experiences.

Brands think: 18% think their customers regularly receive non-personalized marketing messages.

18%

38%

Customers say: 38% say they experience this regularly.

Brands think: 18% think their customers regularly receive robotic, unhelpful answers from customer care.

18%

37%

Customers say: 37% say they experience this regularly.

Brands think: 16% think they regularly market to a customer while they have an unresolved complaint.

16%

26%

Customers say: 26% say they experience this regularly.

WATCH YOUR STEP:

Brands significantly underestimate how frequently their customers are having negative experiences.

PITFALL 2:

Thinking a disappointed customer will just write a negative review.

Brands think: 19% think customers are likely to stop buying from them after being disappointed.

19%

62%

Customers say: 62% say they are likely to do this.

Brands think: 20% think customers are likely to switch to a competitor after a bad experience.

20%

62%

Customers say: 62% say they are likely to do this.

Brands think: 38% think customers are likely to tell others in person about their bad experience.

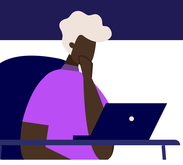
38%

64%

Customers say: 64% say they are likely to do this.

WATCH YOUR STEP:

Brands understand customers have high expectations of them, but they don't fully understand how far they can fall by not meeting expectations. The number one thing brands think their customers will do is write a bad review, but in reality customers are far more influential — and fickle.



PITFALL 3:

Assuming customers just want to solve problems quickly.

Brands think: 36% think customers want to solve issues quickly and easily regardless of how pleasant the interaction is.

Customers say: 64% disagree, saying they want convenient and highly personalized experiences from brands.

~2/3 say they're more likely to spend money with a brand that treats them like an individual.

And 78% expect a brand's internal teams to collaborate so they don't need to repeat information.

WATCH YOUR STEP:

Customers want to feel connected to brands, but many brands still focus on issue resolution entirely.

CONCLUSION

So, why do we see such a disconnect? Because nearly 3 out of 4 brands agree it's difficult or impossible to manage the holistic customer experience when systems, tools, and/or teams aren't integrated. Working to better connect those elements is a great first step towards improving your customer experience.

From social media to online communities and messaging to digital customer care, Khoros helps companies bridge the gap to authentically connect with customers throughout their journey.

Read the full report

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All data in this infographic comes from a commissioned study conducted by Forrester Consulting on behalf of Khoros, May 2019. Data among 227 marketing and customer care decision makers at B2C enterprises in the US and Europe, and 1,047 consumers in the US and Europe.