MJ Experia Marketing Highlights the Importance of Recent Customer Service Study

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Sales and marketing firm MJ Experia Marketing has reviewed the results of a recent study into customer service, and outlined why businesses can't afford to cut corners when to comes to customer service.

About MJ Experia Marketing: http://www.experiamarketing.co.uk/about/

In a recent report into customer service commissioned by Echo Manager Services, it was found that 53 percent of customers prefer to deal with brand representatives face-to-face. The results, which were published by Smallbusiness.co.uk (*Consumers prefer human contact when it comes to customer service, Ben Lobel , published on 30th March 2016*) also revealed that when customers are faced with an emotive or complex situation, this preference rises to 62 percent. The eye opening report also investigated the most common customer service complaints, finding that 56 percent of customers considered being placed on hold as the biggest cause of frustration; 17 percent complained about automated call answering; whilst 3 percent claimed the biggest source of upset and frustration to be inarticulate or poor-quality staff.

Sales and event marketing firm MJ Experia Marketing believe that the results of this report highlight the current miscommunication between brands and consumers when it comes to points of contact. Many businesses are investing in online customer service technologies as they are under the impression that consumers prefer the speed and convenience of the online experience. However, whilst online shopping and communications may be on the rise, this report clearly identifies that consumers are feeling pushed aside by brands. It also confirms that there is still a huge demand from customers who want to talk to real, highly-skilled brand representatives. MJ Experia Marketing are worried that consumers will begin to view this shift towards using online channels as a cost-cutting measure, and assume brands are valuing profit above their relationships with their consumers. As such the firm are warning businesses to back up their customer service technologies with human contact, or risk a significant drop in customer satisfaction rates.

Specialising in face-to-face marketing and sales MJ Experia Marketing understand the value of real human contact. Meeting brand representatives in person puts the customer in control, allowing them to take charge of the situation and present their questions or queries to a brand with the promise of an instantaneous response. Face-to-face communication also offers brands the opportunity to get to know their target consumers and gain a deeper understanding into their individual needs and drivers. Taking the time to understand each consumer not only allows brands to offer tailored solutions, it also helps consumers to feel connected to their favourite brands; which is a complete contrast to the 'arms-length systems' online channels provide such as self-service checkouts and email helplines. These connections increase trust, offer consumers greater reassurance and increase brand loyalty which can give brands a huge competitive edge in today's digitally fuelled world.

MJ Experia Marketing believes that businesses must use human contact alongside their existing digital channels if they are to achieve market growth in 2016. With the Echo Manager Services highlighting a very real demand for in person brand interactions the firm are urging businesses to reconsider their customer service strategies and ensure they are delivering the high level service their customers deserve.

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