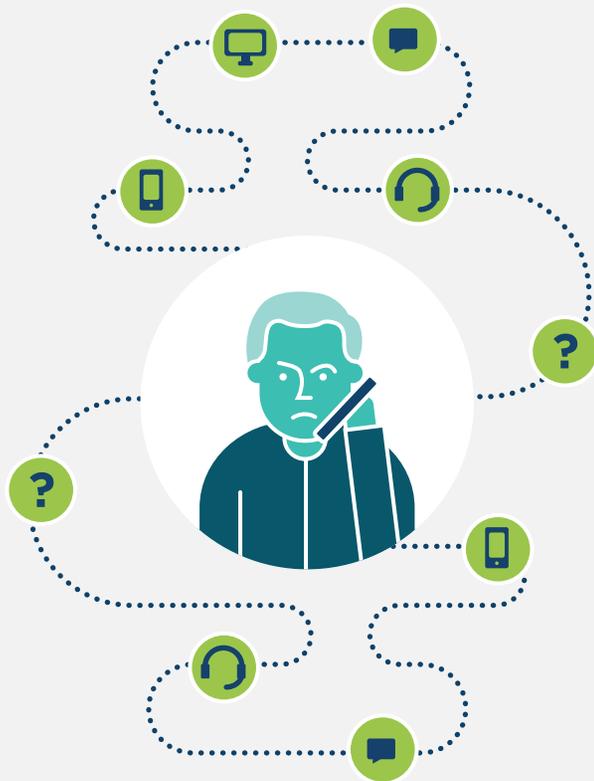


# Four Customer Loyalty Myths—Busted



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Now more than ever, contact centers are under intense pressure to build and improve customer loyalty.

As a result, contact centers are chasing after an ever-expanding list of performance targets and investing significant time and money into “delighting” customers, which has only led to higher costs, not loyalty.

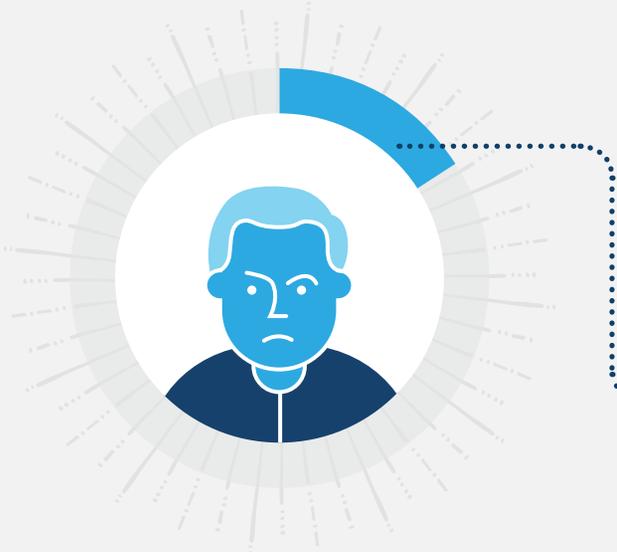
At CEB, we’ve busted four myths surrounding customer service to help companies move beyond the misconceptions and understand what truly impacts loyalty. Use these tips to help focus your contact center on the right investments to deliver a better customer experience.

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# Myth 1

## Exceeding Customer Expectations Increases Loyalty

**The Reality:** Exceeding expectations, or delighting customers, may create “feel-good” moments, but doing so has no impact on loyalty or repeat business.



Delight only happens  
16% of time.

Simply meeting expectations—consistently—can have a significant and positive influence on customer loyalty.

A strategy of delight leads to a:

**10%-20%**

increase in costs



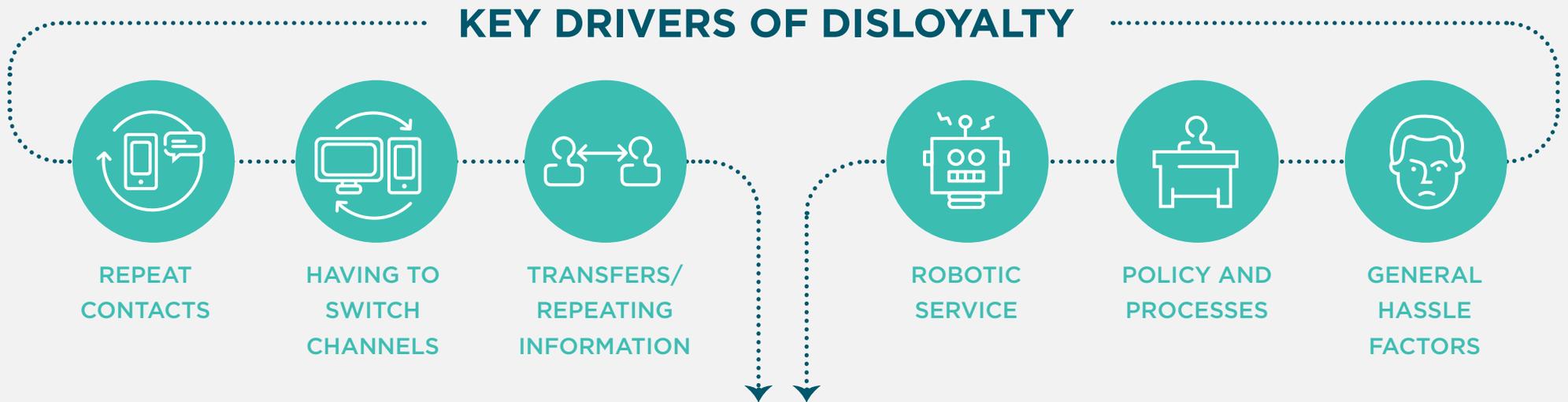
(givebacks, discounts, additional handle time, etc.)



# Myth 2

## Customer Service Interactions Have No Effect on Loyalty

**The Reality:** A customer is **4x** more likely to become disloyal after a service interaction. Service interactions often involve significant drivers of disloyalty—things that cause customers to expend additional customer effort.



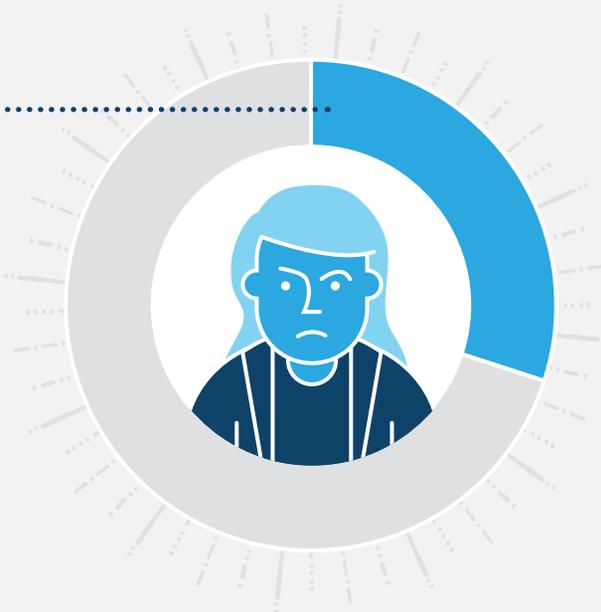
Contact centers can prevent customer churn by eliminating these drivers of customer effort and disloyalty from their service interactions.

# Myth 3

## High-Effort Service Interactions Are Uncommon

### The Reality: Effort is prevalent.

30%  
of all customers  
report spending  
a high level of  
effort to resolve  
their problem.



### To make matters worse:



Although adding multiple contact channels and options may seem like the answer, it only confuses customers, creates more effort, and increases company costs.

# Myth 4

## Customer Effort Has Limited Business Impact

**The Reality:** Customers who have high-effort service experiences report being more disloyal and spending less than those who have low-effort experiences.



Customer effort matters. A service organization's time and money is best spent on creating low-effort service experiences for its customers.

# Prevent Customer Disloyalty by Building a Low-Effort Contact Center

We have developed a suite of products to help contact center leaders improve their service experience at the lowest cost possible. Our Effortless Experience™ dashboard, research and insights, and talent management products address the key imperatives of building a low-effort service organization:



## MEASURE CUSTOMER EFFORT

Continually identify and prioritize areas of high customer effort in your service system.



## MANAGE MULTICHANNEL SERVICE SYSTEMS

Create a path to guide customers through the optimal channels to resolve their needs.



## DEVELOP LOW-EFFORT SERVICE REPRESENTATIVE SKILLS

Hire and equip frontline reps with the appropriate judgment skills to better handle their customer interactions.

LEARN MORE AT: [EFFORTLESS-EXPERIENCE.COM](https://www.ceb.com/effortless-experience)

