



# FACTSHEET

## The Value of Great Customer Service

Customer satisfaction is closely connected to trust. When customers trust an organisation, they are more likely to engage with new products and services, give positive feedback, and when a problem occurs, give an organisation the opportunity to put things right.

Jo Causon, CEO,  
The Institute of Customer Service

### Customer satisfaction hits new low

**76.0**

January 2024  
UK Customer Satisfaction Index score



**1.7**  
point drop  
since Jan  
2023

Offering great customer service is important to consumers and closely linked to business performance. So it's a worrying fact that customer satisfaction levels **have dropped by 1.7 points** with the UK Customer Satisfaction Index at its lowest level since January 2015.

#### Experience

77.1  
-1.6

#### Complaint Handling

58.1  
-5.2

### Customer satisfaction dimensions (index scores out of 100)

#### Ethics

74.1  
-1.7

#### Emotional Connection

75.1  
-1.7

#### Customer Ethos

75.2  
-1.8

# Impact on business performance and buyer behaviour

## Spending



Nearly a third of customers prefer excellent customer service - even if it costs more.

## Trust



80%+ of customers with high levels of satisfaction also indicate very high levels of trust.

## Performance



£7.1bn modelled monthly cost of time spent dealing with problems, complaints and service failures.



## How is technology impacting customer satisfaction?



### The way customers choose to interact with brands is changing

In-person customer experiences have dropped by 8.6% in the last four years.

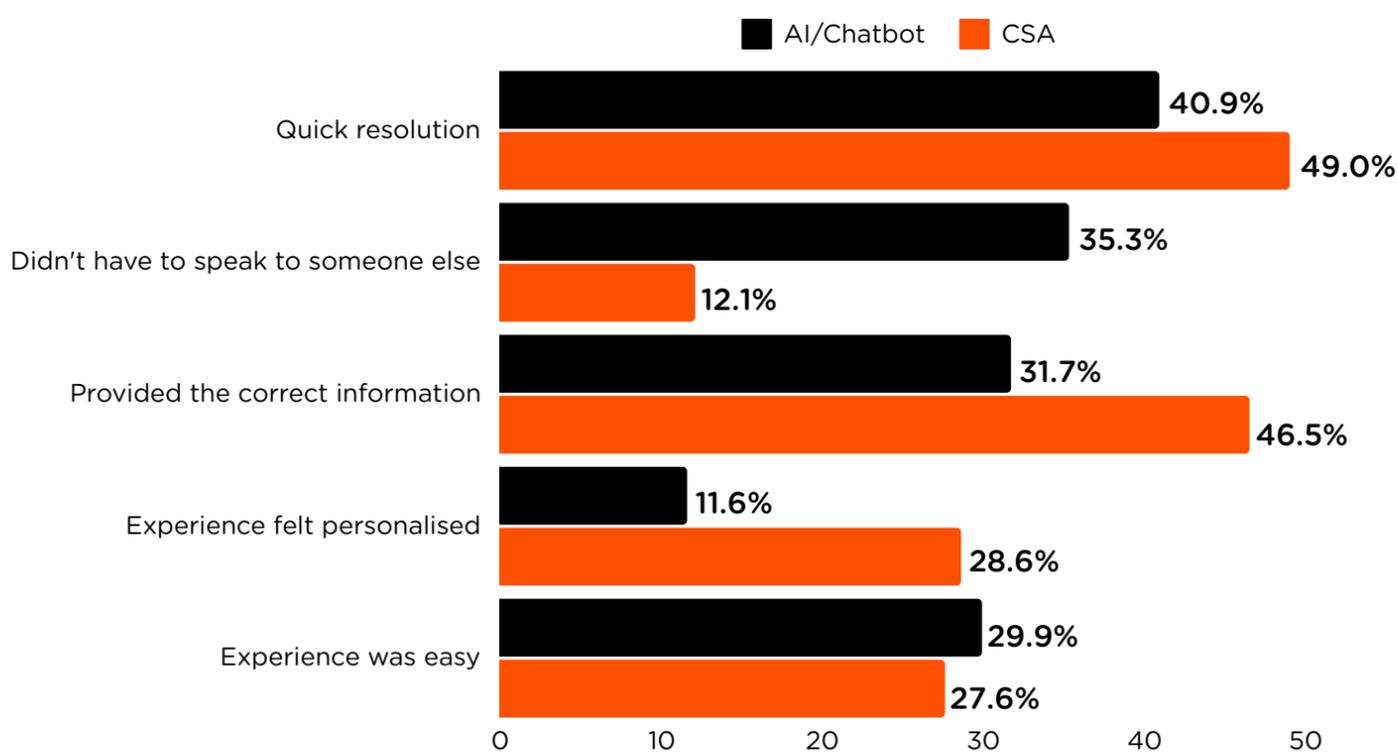


Email interactions with an advisor have risen from 6.5% in 2020 to 11% in January 2024.

## BUT...Customers still value human interaction

While communicating with AI/chatbots is convenient, a customer service employee's ability to provide a quick resolution and correct information is still rated more highly.

What was positive about your experience with an AI/Chatbot or a customer service employee?



# What can your business do to improve customer satisfaction?



The ICS has highlighted the core elements to focus on to achieve consistently high levels of customer satisfaction.

1

Maintain your core customer proposition

2

Role model a customer-focused ethos

3

Make it easy to find relevant information

4

Develop the right skills and behaviours

5

Deal with complaints quickly and effectively

6

Prioritise relevant and authentic engagement

7

Invest in employee development and retention

8

Act with integrity and develop strong governance

**MORE INFO AT  
WHISTL.CO.UK**



## Whistl's Contact Solutions

Outsource your customer service support to Whistl and receive tailored solutions for your customer contact channels. Our UK-based team of highly-trained agents provides uniquely human customer service experiences across call handling, email, social media and Live Chat.

**Does your business have complex requirements, demanding customers and challenging objectives?**

**350+**

Agents

Empowered customer experience

**UK based**

Multi-site

Flexible and scalable services

**KPIs**

Reporting

Dashboard reporting available

**10+ years**

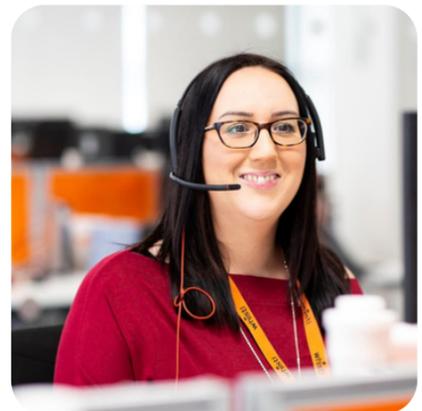
Client retention

Partnership approach

### Multichannel and Omnichannel Contact Centre Solutions

Support your customers with agile multichannel customer service or a complete omnichannel contact centre solution. No matter the daily number of inbound contacts received, you will receive a tailored approach to match your brand values and ethos.

- Customer service support
- Email management
- Call handling service
- Live chat management
- Social media handling
- Performance reporting



**GET A QUOTE**

### Contact Solutions

Make every conversation intelligent and empathetic to get real results.

Source:

[www.instituteofcustomerservice.com/research-insight/ukcsi/](http://www.instituteofcustomerservice.com/research-insight/ukcsi/)