

Customer Experience Makes Price Less Relevant!

Researched by **Shep Hyken** and sponsored by **RingCentral**



51% of Americans felt customer service was more important than price.

59% of customers would pay more if they were guaranteed a good service.



70% of customers are willing to pay more if the experience is more convenient.

Still, price cannot be ignored.

49% of customers are willing to give up service for a better price.



A focus on service and experience makes a big difference and can make price less relevant!

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