

Convenience Gives You a Competitive Advantage and More!

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

Looking for ways to eliminate friction and make doing business with you easier will give you a competitive advantage that drives repeat business and can create fierce loyalty.

94%

feel convenience is important.

87%

of customers are likely to recommend a brand or company to friends and family if it provides a convenient customer service experience.

70%

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

70%

of customers say a convenient customer experience alone would make them come back to a brand or company.

62%

said a convenient (hassle free, without friction) experience is more important than a friendly customer service experience.

Download The 2024 State of Customer Service and CX Research at

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