

Don't Make The Customers Wait!

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

Customers On Hold

39% of customers are willing to wait up to five minutes before getting frustrated or angry.

75% prefer to be called back when it's their turn rather than experiencing a long hold time.

43% would spend more money if they knew they would never have to wait on hold for customer support.



Customers On Email

14% are willing to wait up to 10 minutes for a helpful response before getting frustrated or angry.

73% would be happy – even delighted – if a company responded in an hour or less.

41% emailed a brand with a complaint or question, hoping for a response, and did not receive one.



Customers On Social Media

16% are willing to wait up to 10 minutes for a response before getting frustrated or angry.

13% are willing to wait up to 30 minutes, **9%** up to an hour, and **34%** would be happy with waiting up to two hours.



Download The 2024 State of Customer Service and CX Research at

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