

Why Customers Come Back

And Why They Don't

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



Why Customers Come Back

- ✓ Helpful employees
- ✓ Knowledgeable employees
- ✓ Friendly employees
- ✓ A convenient experience
- ✓ Hassle-free shipping and delivery
- ✓ Easy returns

Why Customers Don't Come Back

- ✗ Rudeness or apathy
- ✗ The company didn't make an effort to solve the problem
- ✗ Unresponsive
- ✗ The company did not listen or understand the issue
- ✗ Being transferred to different people



Download The 2024 State of Customer Service and CX Research at

www.hyken.com/research

© MMXXIV by Shep Hyken | www.Hyken.com

