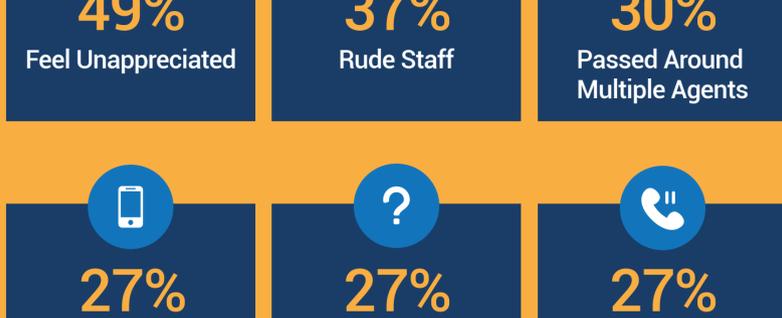


Customer Support Analytics



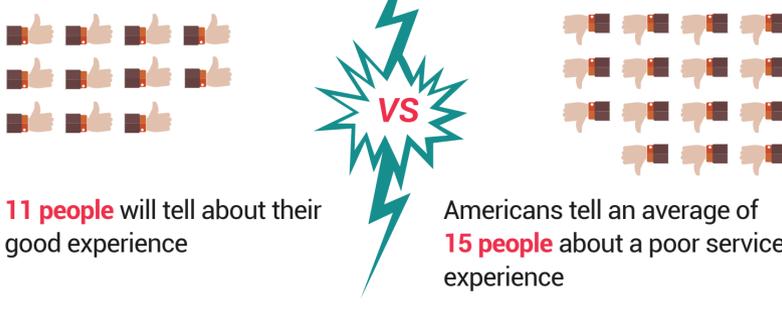
Why are your customers switching to different brands?



Did you know?
Increasing customer retention rates by **5%** increases profits any where from **25%** to **95%**

So what's stopping you from delivering great customer support?

The Cost of Bad Customer Support



U.S. companies lose more than \$62 billion annually due to poor customer service

Bad customer support is going to bleed your business dry!
That's why it's imperative for you to turn every negative into a positive.
After one negative experience, **51%** of customers will never do business with that company again

The ROI of Great Customer Support

U.S. consumers are willing to spend **17%** more to do business with companies that deliver excellent service, up from **14%** in 2014



Effective customer support provides immense value. Businesses which focus on providing a positive support experience to their customers, gain the most. But, to improve customer support, you should know where it lags.

This is where **CUSTOMER SUPPORT ANALYTICS** comes in!

What is Customer Support Analytics?

Customer support analytics gives you a 360° view across all your support centers, channels, and reps. It enables you to dive deeper into your metrics and KPIs

Transform your support center from a mere customer query resolution center to a customer experience enhancement engine with Support Analytics

Why Customer Support Analytics?

Customer support analytics enables you to answer key questions like



Benefits



Key Customer Support Metrics



About Grazitti
Grazitti Interactive is a global digital services provider leveraging cloud, mobile and social media technologies to reinvent the way you do business. Since 2008, Grazitti has been helping companies power their business with its data analytics and business intelligence service.

As a global consultancy, we have strategic partnerships with technology pioneers like Alteryx, Marketo, Salesforce.com, Adobe, Optimizely and Jive. We combine these new platforms with our innovative approaches to provide effective solutions to our clients. Doing this has allowed us to help hundreds of companies to transform their business and save millions.

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