

SOCIAL MEDIA

RAISES THE STAKES FOR SERVICE



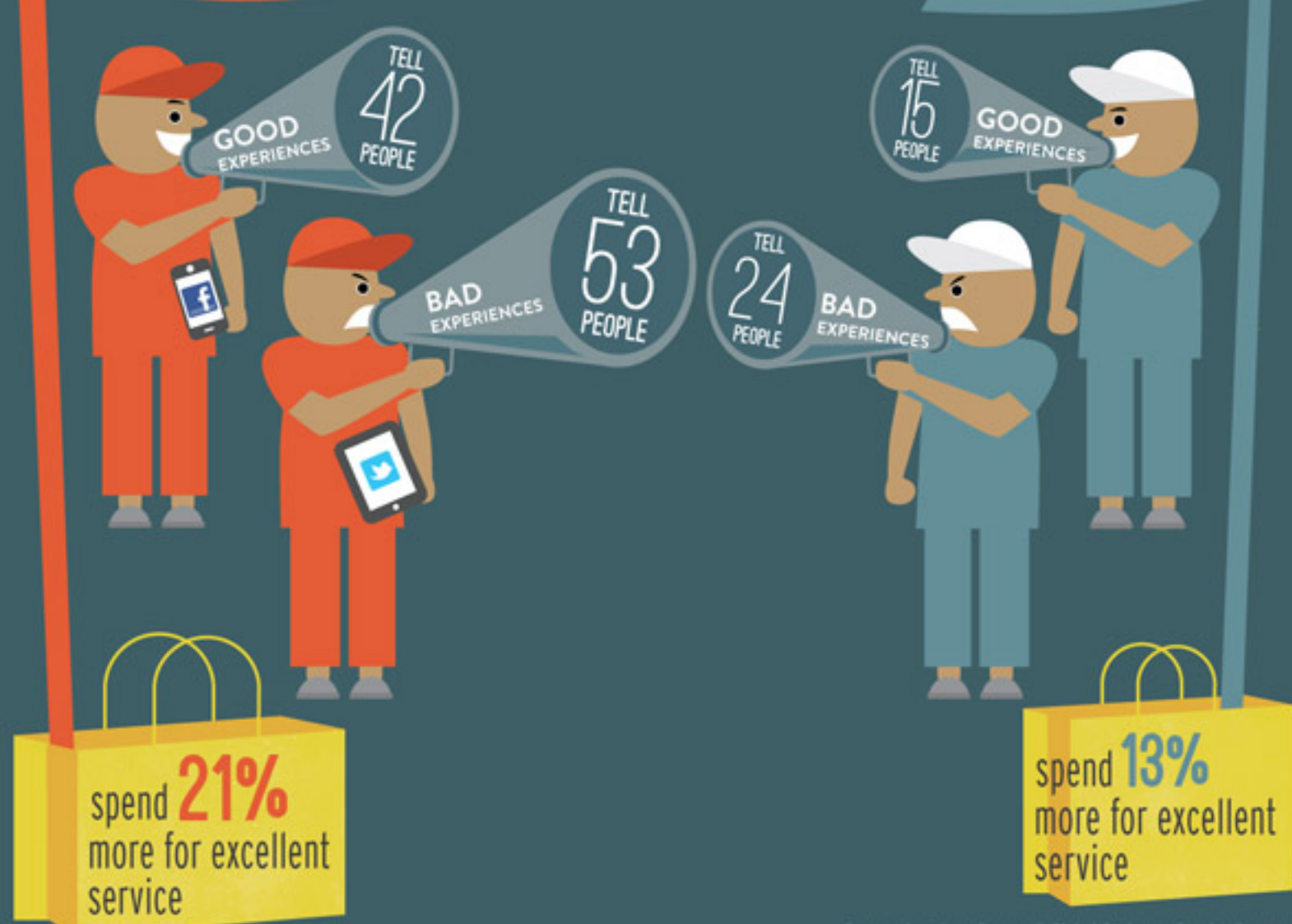
1 in 5

Americans have used social media to get a customer service response at least once in the last year

THESE **SOCIAL MEDIA USERS** ARE WILLING TO **SPEND MORE** WITH COMPANIES THEY BELIEVE DELIVER **GREAT SERVICE** - AND ARE FAR **MORE VOCAL** ABOUT ALL SERVICE EXPERIENCES

SOCIAL MEDIA USERS

GENERAL POPULATION



Source: American Express® Global Customer Service Barometer

TOP SERVICE GRIPEs



More than **30%** of respondents say they have lost their temper with a customer service representative in the past year

The following service irritants are most likely to cause Americans to **SWITCH BRANDS**

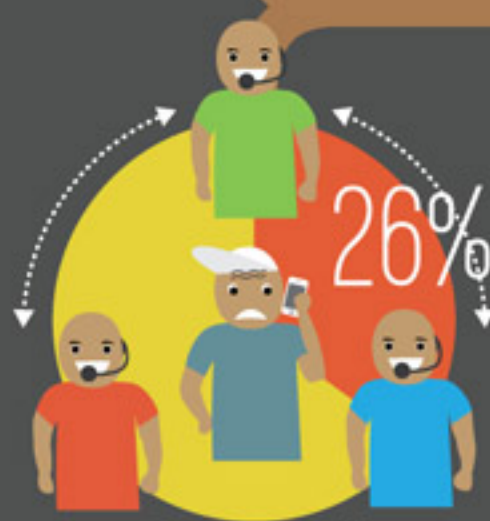
RUDENESS

An insensitive or unresponsive customer service representative



THE WAITING GAME

Waiting too long to have an issue resolved



PASSING THE BUCK

Being shuffled around with no resolution of the issue



BEING BOOMERANGED

Forced to continually follow up on an issue

Source: American Express® Global Customer Service Barometer