

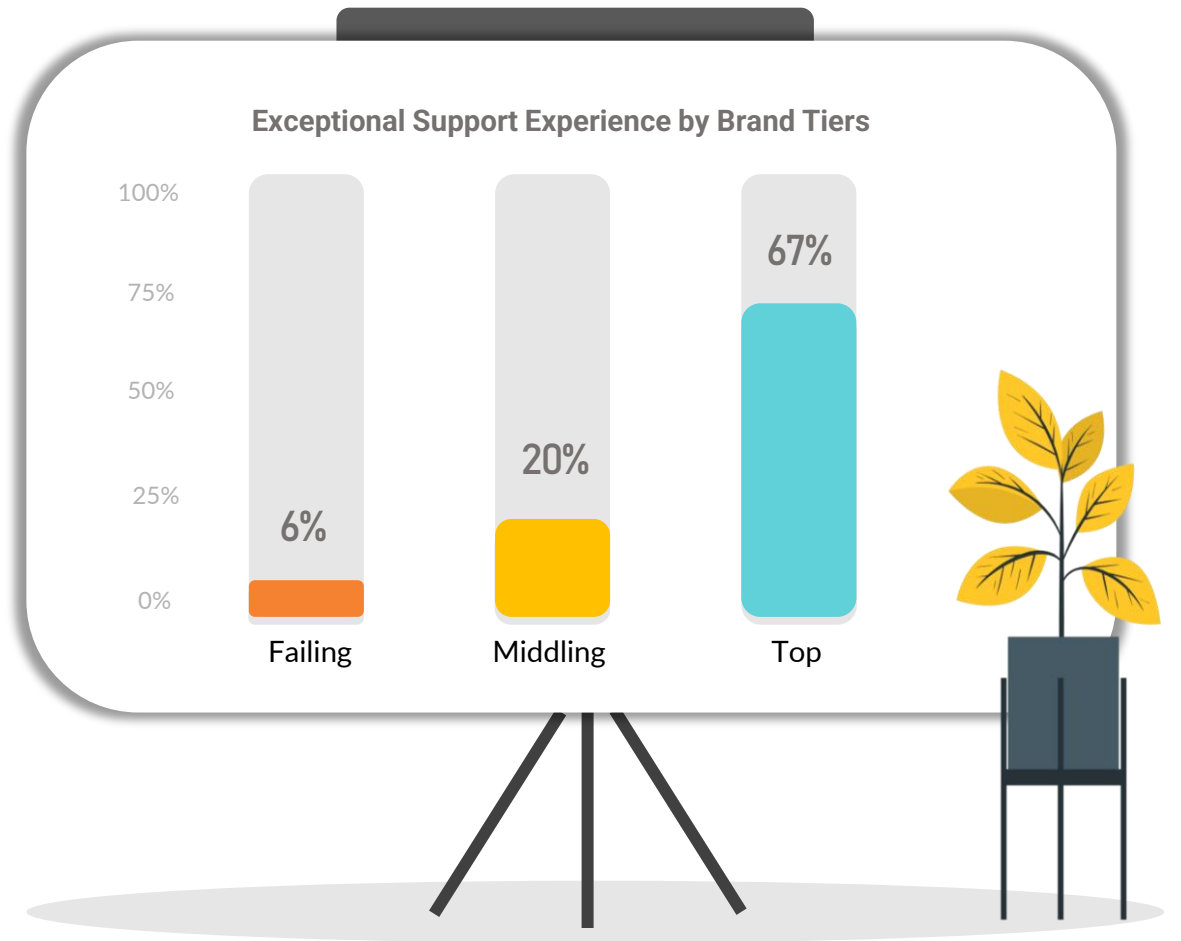


Why are Top Brands performing better than their competitors?

Because they provide exceptional support experiences.

We categorized brands based on survey feedback into three groups:

- **Top Brands:** High customer praise and perception.
- **Middling Brands:** Generally satisfied customers but lacking impact.
- **Failing Brands:** Indifference or negative sentiment from customers.

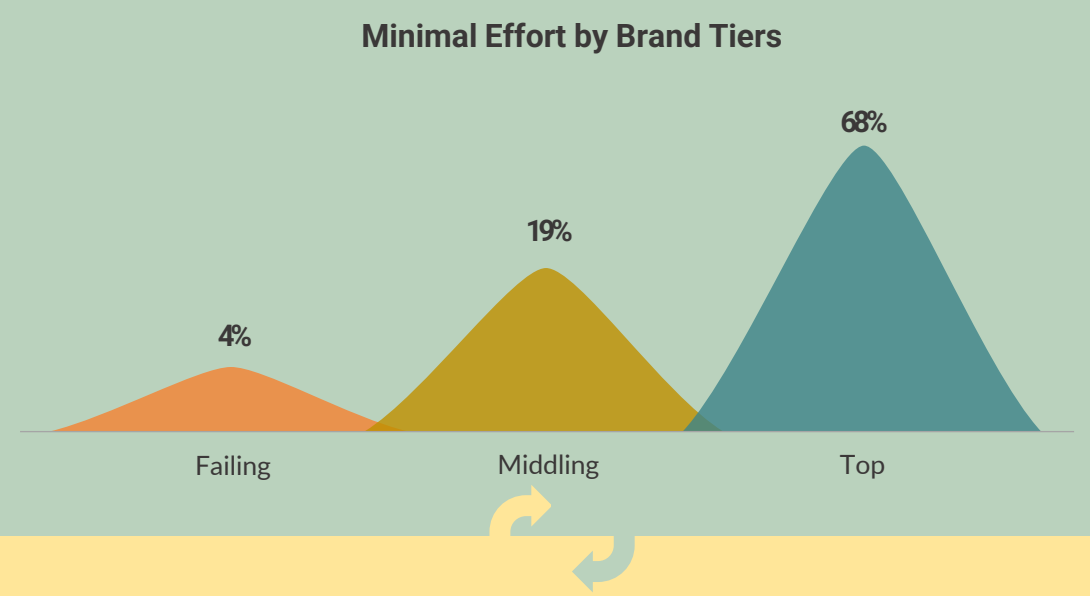
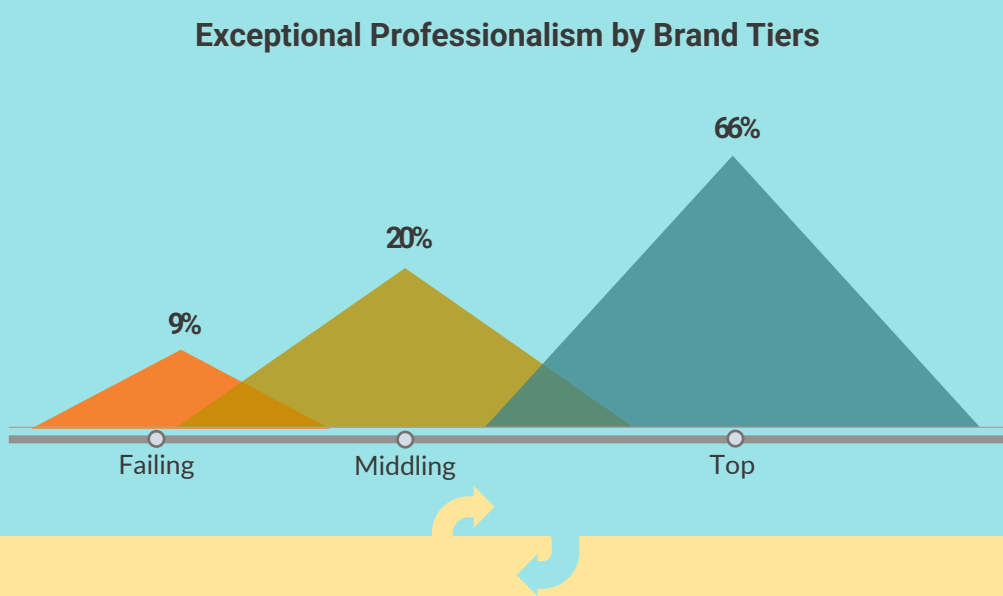


These **Top Brands** understand that customers don't rate an experience as exceptional just because it's quick.

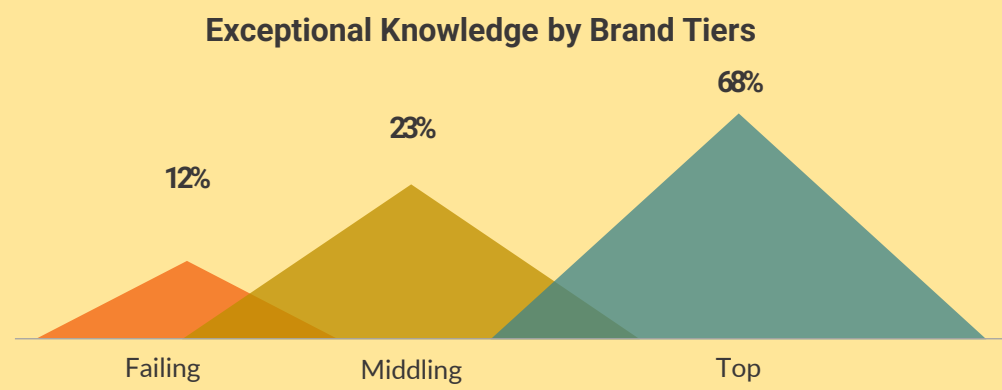
To be exceptional, brands must also:

Act professionally, especially in digital and interactive channels.

Make the customer journey as effortless as possible.



Show that they are knowledgeable about their products, services, and customers.



How do Top Brands create these positive feelings in customers?

