



# Unlocking Unbreakable Brand Loyalty

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An investigation into effective  
customer support

In August 2024, bespokeCX and CX4ROCKS, in collaboration with OnResearch, conducted an online survey involving 1,000 customers across the U.S. and Canada, covering five major sectors: Telecom, Finance, Healthcare, Energy, and Retail. This report presents the top cross-industry findings and offers insights on how to transform your CX strategy to build unbreakable customer relationships. If you're interested in industry-specific insights, simply email us, and we'll guide you through the data most relevant to your sector.

Presented by:

bespokeCX



## The Case of the Unbreakable Loyalty

In a world where customer expectations soar high, the fate of your brand rests on delivering customer support experiences that are nothing short of extraordinary. But what, you might ask, sets the crème de la crème of brands apart from the rest?

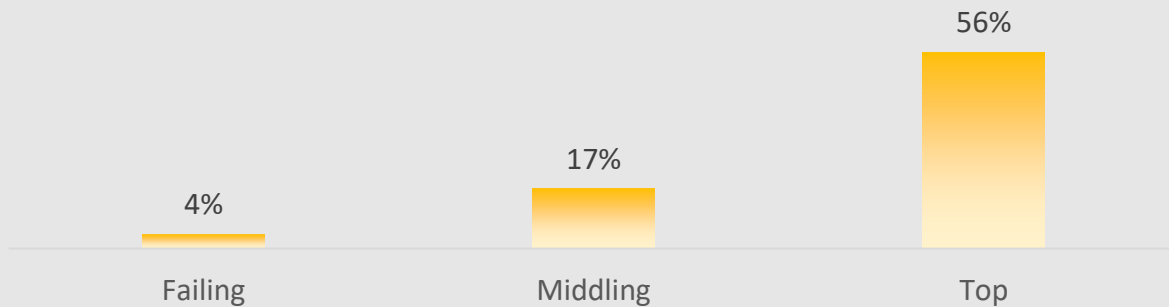
The answer lies in a recent investigation by bespokeCX and CX4ROCKS—a thorough survey of 1,000 U.S. and Canadian customers spanning critical sectors such as Telecom, Finance, Healthcare, Energy, and Retail. Among those scrutinized were industry titans like AT&T, Bank of America, CVS, and Best Buy.

## How the Top Brands Crack the Customer Support Code

The evidence is as clear as a well-worn trail through the moors: leading brands don't merely meet expectations—they exceed them. They craft customer support experiences that are not only efficient but also emotionally resonant, forging bonds of loyalty stronger than steel.

**Interactions with different types of brands and the level of support experience they provide impacts the loyalty customers have towards the brand.**

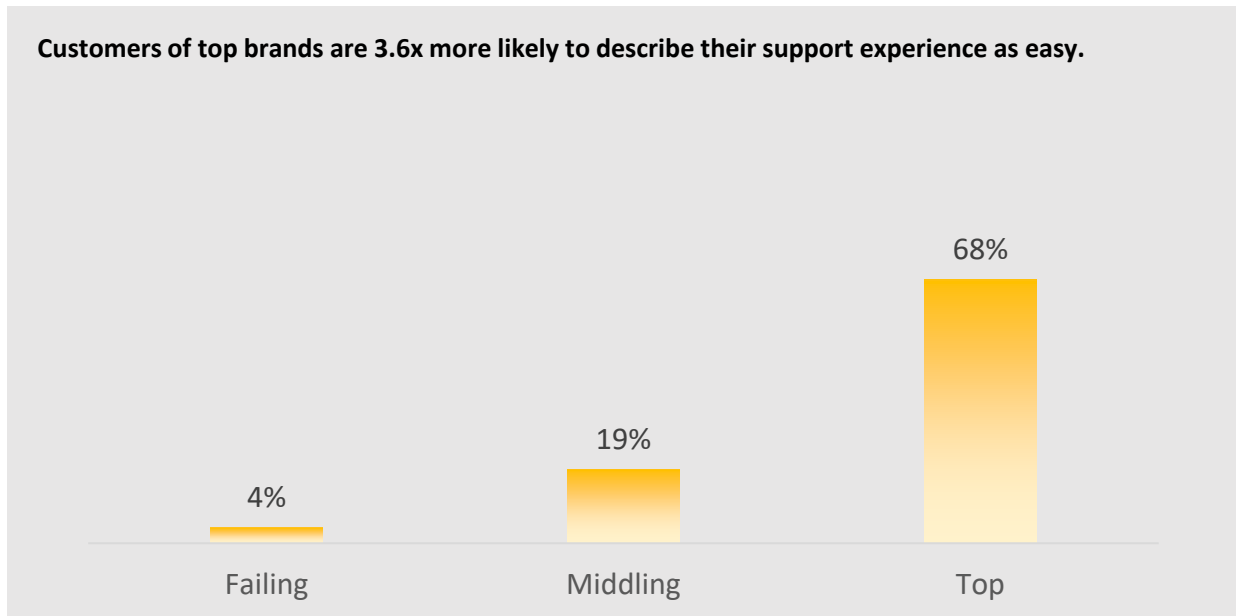
*Respondents contacting top brands report a significant impact on loyalty towards the company after their customer support experience.*



## The Secret to Success: A Simple, Yet Elusive, Solution

Top brands understand that the key to loyalty lies in reducing customer effort to the bare minimum. Every interaction is designed to be smooth, swift, and professional, leaving no room for frustration or doubt. The result? Customers of these leading brands are 3.6 times more likely to describe their support experience as "easy" compared to those dealing with middling brands.

In fact, the top brands are three times more likely than their middling counterparts—and an astonishing fourteen times more likely than failing brands—to deliver a support experience that triggers a dramatic surge in customer loyalty. The difference, my dear Watson? Setting the right objectives and delivering support that resonates emotionally, leaving an indelible mark on the customer.



## The Art of Driving Loyalty: A Masterclass in Customer Support

The top brands have mastered the art of customer support by adhering to three golden rules:

- 1. Professionalism:** Every interaction exudes competence and respect, ensuring that customers feel valued.
- 2. Knowledge:** The support team is well-informed, providing answers that are not only correct but also insightful.
- 3. Timely Resolutions:** Cases are not merely closed—they are resolved with a speed and efficiency that leaves customers impressed.

These brands understand that it's not just about the speed of the response, but the quality of the interaction. They deliver valuable knowledge with professionalism and poise, ensuring that each step of the customer journey is as seamless as a well-laid plan.

## **The Final Piece of the Puzzle: Transforming Your Customer Support**

If you wish to elevate your brand's customer support, you must focus on the operational imperatives that truly matter. It's not enough to drown in data—you need actionable insights that drive meaningful actions and forge genuine connections. Avoid the pitfall of data overload by honing in on what truly makes a difference.

For those seeking to achieve excellence, the solution is bespokeCX. Our platform simplifies the process of capturing, analyzing, and acting on customer data, seamlessly integrating with your existing technology. With bespokeCX, you can transform your customer support experiences, driving loyalty and elevating your brand to new heights. Don't just meet expectations—exceed them. Begin your journey to exceptional customer support today.

### **The Case Concludes**

As I close this case, the deduction is elementary: in the world of customer support, it is not the flashy, but the effective that wins the day. Focus on the essentials, reduce customer effort, and let bespokeCX guide you to unbreakable brand loyalty. The game, as they say, is afoot!

**Jason Ten-Pow, CEO of bespoke**

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*Data provided by the 2024 OnResearch Annual CX Study ©*