

The cost of poor customer experience

EXPERIENCE 2030: HAS COVID-19 CREATED A NEW KIND OF CUSTOMER?

SAS research reveals customers losing patience with companies offering poor customer service

1

Cheap prices are losing their appeal

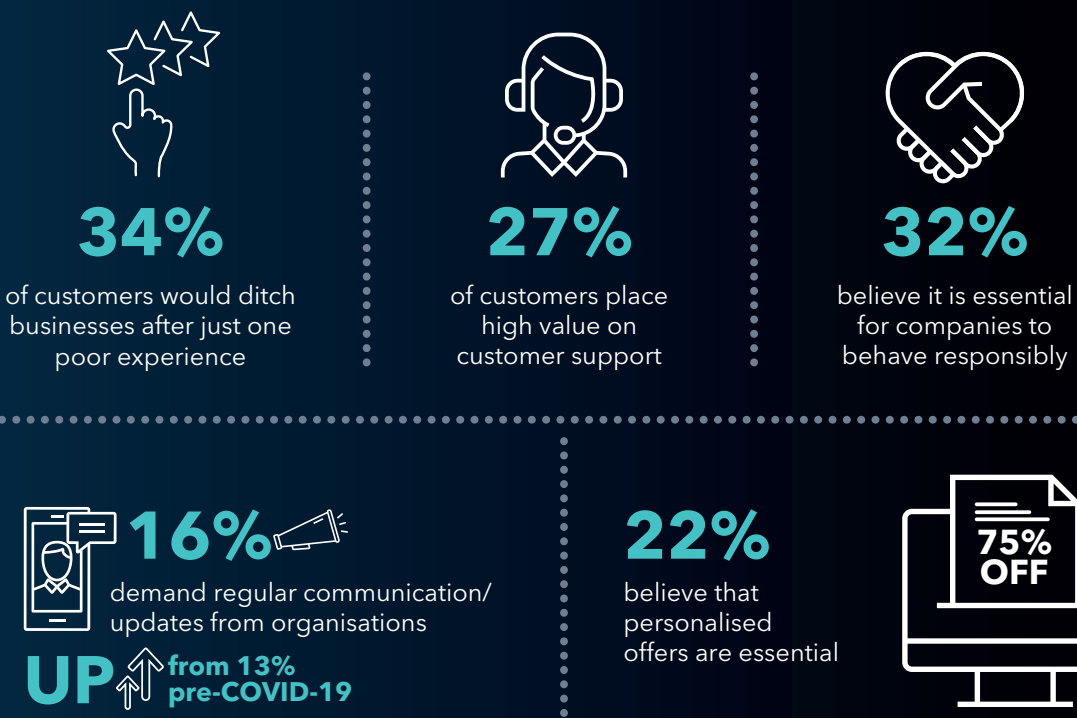
Customers will pay more money to organisations that provide a good customer experience



2

All or nothing

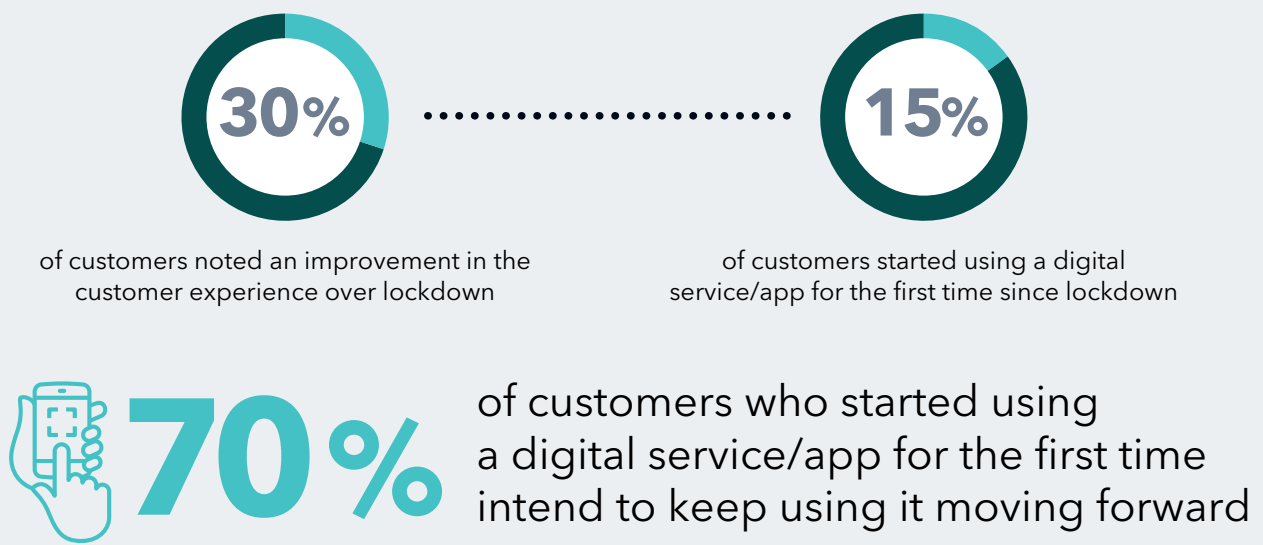
Customers want more from the customer experience and, if they don't get it, they'll take their business elsewhere



3

A platform to build from

Some improvements in the customer experience over lockdown and a new pool of digital customers gives business opportunity



The emergence of a new normal has brought with it new customer concerns and demands. Businesses must adapt to this quickly by offering a broader and more personalised customer experience. The consequences of failure are costly.

In the wake of COVID-19, SAS wanted to discover how attitudes have changed and if businesses had made progress in developing their customer experiences.

Read the full report **EXPERIENCE 2030: HAS COVID-19 CREATED A NEW KIND OF CUSTOMER?**

Download it at sas.com/cxconsumerstudy2020

Methodology

Research was conducted and statistics compiled for SAS by 3Gem. Consumers completed an online questionnaire in August 2020 across a number of markets (UK, Germany, Italy, France, Spain, Netherlands, Poland, Sweden, Greece, Saudi Arabia and South Africa) adding up to a global sample of 10,000 adults over the age of 18.