

Social Media Raise the Stakes for Customer Service



India

Social Media Raises the Stakes for Customer Service ~ Indians twice likely to use social media to get a customer service response as compared to the average of other markets New Delhi, May 2, 2012 , Indians are far ahead of their global counterparts in the use of social media for customer service. 54% have used social media at least once in the past year to get a customer service response, more than twice the average 20% of consumers in other markets, as per the findings of the American Express® Global Customer Service Barometer released today. The American Express Global Customer Service Barometer, an annual survey conducted in India and 10 other countries, also found that people in India who use social media for customer service are more willing than the general population to reward companies with both business and loyalty for quality service and end relationship due to poor service. Key highlights from Survey• 54% Indians have used social media to get a customer service response at least once in the past year as compared to an average of 20% in other markets• More Indians talk about their good/bad experience than their global counterparts. On an average Indians talk to 44 people about good customer service experiences and to 46 people about their bad experiences• 87% Indians are willing to spend more for better service – willing to spend an average of 22% more; 74% say they have spent more in the past year. • 25% Indians prefer addressing complex queries to a ‘real person on the phone’, as compared to an average of nearly 37% in other markets• 64% Indians lose their

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temper with a customer service professional in the past year, far higher in comparison to an average of 48% in other markets

Contact Person: Mrinall Kanti Dey

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