

# Customer Rage:

**Stop telling me my call  
is important to you**

Companies are making it easier than ever to buy products and services, but signs point to a continued challenge when providing customer service to customers who have a complaint, jeopardizing repeat business.

*The Customer Rage Survey is conducted by Customer Care Measurement & Consulting in collaboration with the Center for Services Leadership at the W. P. Carey School of Business, Arizona State University, Confirmit, and Bernett.*



# LESS RAGE, BUT NEGATIVE EMOTIONS STILL UNACCEPTABLY HIGH IN 2017

## GOOD NEWS

- 10% less RAGE than in 2015
- Drop from 66% to 56%

## BAD NEWS

Other negative emotions were associated with respondents' most serious problems

**Frustration**  
**91%**



**Disappointment**  
**84%**

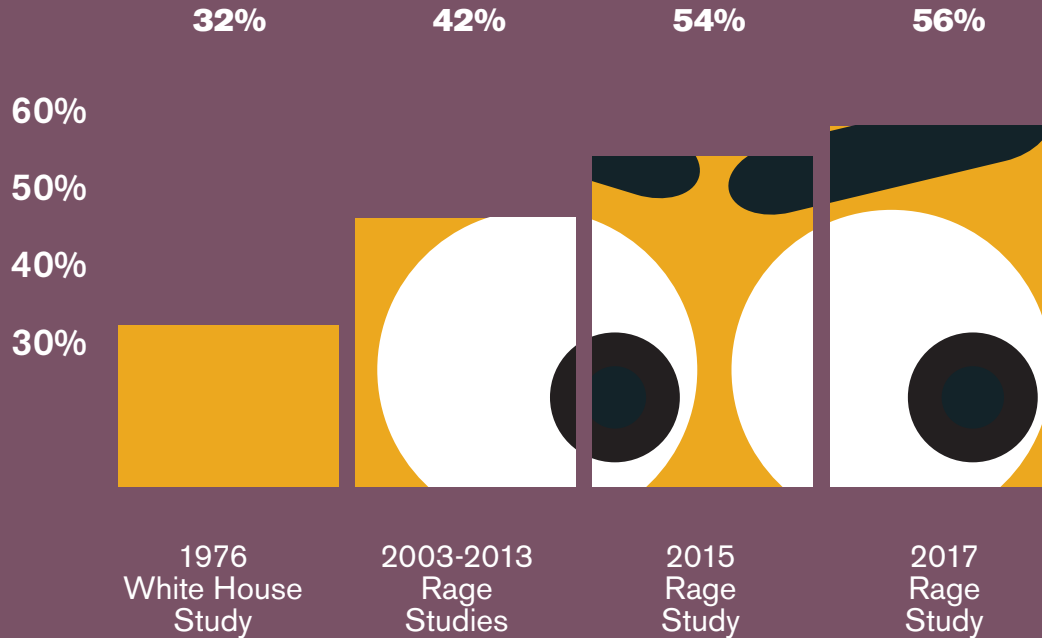


**Anger**  
**62%**



**Surprise**  
**51%**

# CUSTOMER PROBLEMS CONTINUE TO INCREASE



# STILL FAILING



## Among the 76% who complained about their most serious problem,

- corporate complaint-handling improved by a small margin in the eyes of consumers.
- 25% say their issue was resolved upon initial contact, compared to 14% in 2015.
- satisfaction by customers who reported they “got something” as a result of complaining also improved.

# IMPROVED COMPLAINT-HANDLING PRACTICES, BUT STILL A FAILING GRADE

**complained**  
76%



**didn't complain**  
24%

	2015	2017	+/-
<b>1st contact resolution</b>	14%	25%	+11%
<b>Got something</b>	37%	49%	+12%
<b>Completely to acceptably satisfied</b>	17%	21%	+4%

# 56% OF CUSTOMERS WITH A PROBLEM EXPERIENCED RAGE.

Which products and services enrage customers most?



# CUSTOMERS WHO FELT THAT THEY RECEIVED NOTHING



52%

2004 - 2013



63%

2015



51%

2017

# COMMONLY USED TELEPHONE COMPLAINT- HANDLING PRACTICES THAT PEOPLE **HATE**

Examples of practices that scored less than 2.5 on a 0 – 10 point scale where 0 was “would significantly decrease your satisfaction”



**Try to sell you something**  
(1.58)

**Talking too fast**  
(2.38)

**Outsourcing**  
(2.01), **especially outside the US/**  
**Accents** (1.98)

**Misuse of automated telephone technology**  
e.g., **no live person option** (1.19)

**Having to repeat information already given**  
(2.15)

# PROVIDE MORE OF WHAT THE CUSTOMER WANTS

Top 6 expectations with the highest discrepancy between what the customer wanted and what they got.

- 1. An assurance that the problem wouldn't be repeated** (63%)
- 2. Offending company to put itself in the customer's shoes** (53%)
- 3. To be treated with dignity** (50%)
- 4. My product repaired/service problem fixed** (47%)
- 5. An explanation of why the problem occurred** (43%)
- 6. To be talked to in everyday language, not scripted response** (42%)

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