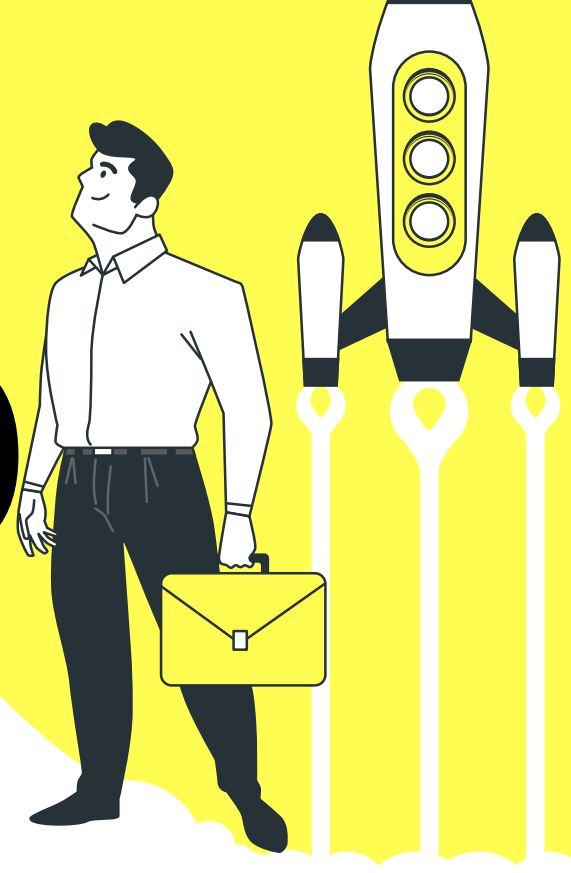


# The State of SPEED

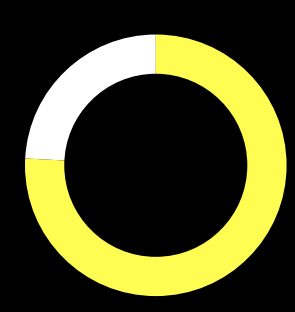


## Customers Are Still Ignored

It's still commonplace for customers to attempt to communicate with a business and hear.....NOTHING.

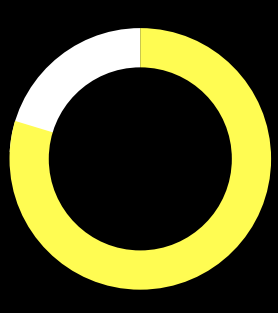
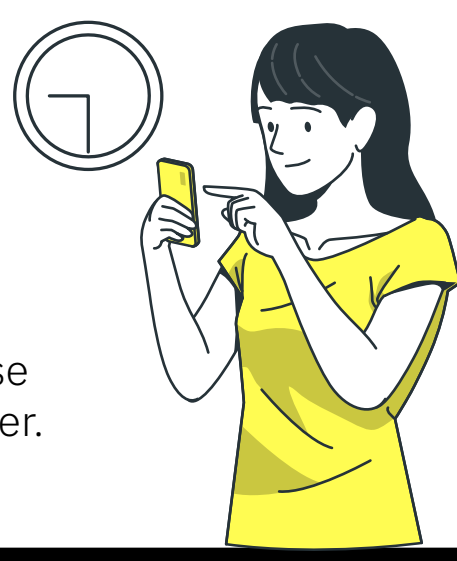
**76%**

of Customers Have Contacted or Mentioned a Business or Brand and Never Received a Response



## Customers Can Still be Surprised by Speed

Customers are slightly more likely to be pleasantly surprised by business response time than they are to be ignored altogether.

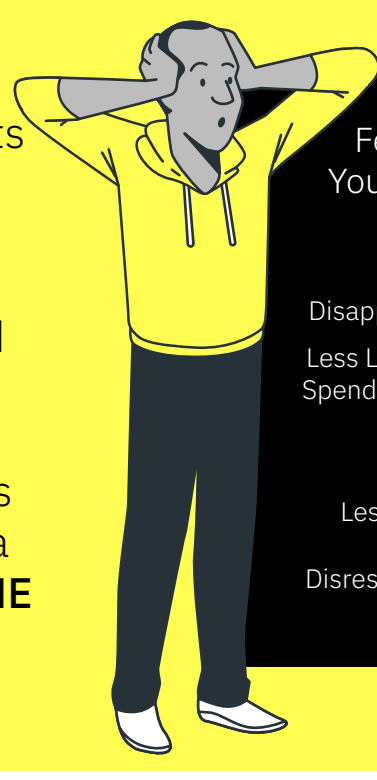


**78%**

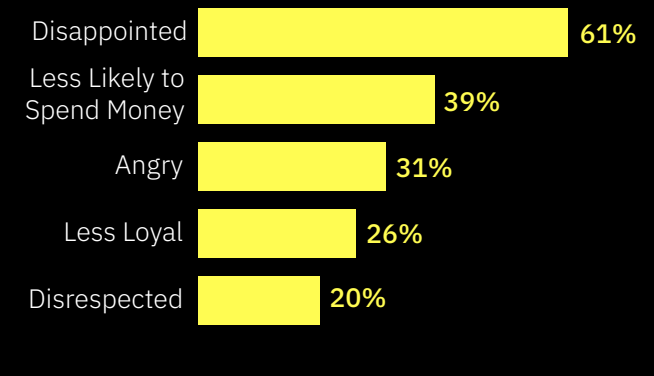
of Customers Have Contacted or Mentioned a Business or Brand and Received a Response Faster Than They Expected

## Customers' Top Complaint about Speed

There are many elements of responsiveness (and lack thereof) that are irksome to customers. This research uncovered that the time-wasting situation that is most annoying to customers is being forced to contact a business a **SECOND TIME** to resolve a problem.

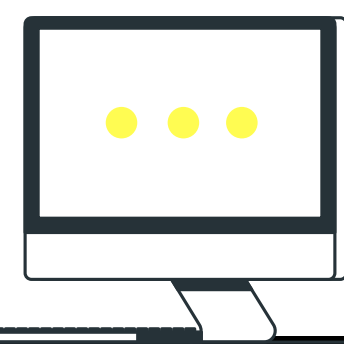


Feelings Towards a Brand When You Have to Contact a Second Time to Resolve a Problem



## Who Do Customers Blame for Lack of Responsiveness?

This study clearly shows that customers are often dismayed by businesses' lack of responsiveness. When this occurs, to whom do customers assign the blame?



When a Brand or Business Takes Longer to Respond to You Than You Expect They Should Take, Who Do You Think is Most At Fault?

**10%**

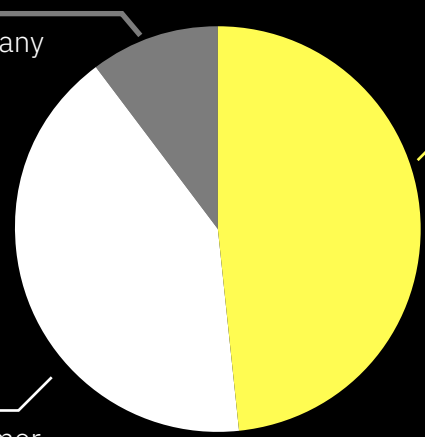
CEO/Owner of the Company

**48%**

Customer Service Workers Responsible for Responding

**41%**

Leadership of the Customer Service Department



## The Bottom Line

This research clearly indicates that, in many ways, businesses have a long way to go to meet or exceed customer expectations, partially because those expectations continue to rise.

Certainly, being faster than customers anticipate is a worthy objective and potentially a massive category differentiator. But even if that isn't immediately in reach for a particular business, the one mistake to avoid at all costs is forcing customers to have to contact the company more than one time.

[Learn More](#)

Download the entire study at [TheTimeToWin.com](http://TheTimeToWin.com)