

## WHAT CONSUMERS TELL US

**66%**

of UK consumers believe customer service has either stayed the **SAME** OR **DETERIORATED** over the past three years.

*but*

**ONLY**

**3%**

believe it has improved **A LOT**

**81%**

**OF CUSTOMERS** would be willing to **PAY MORE** in order to receive superior customer service.

*however*

**22%**

**A LITTLE.**

*and*

## WHAT COMPANIES TELL US

**ONLY 29%**

of UK businesses believe that **CUSTOMER SERVICE** is a **KEY DIFFERENTIATOR** in today's competitive marketplace.

\*In comparison, it's 88% in Spain, 77% in Italy.

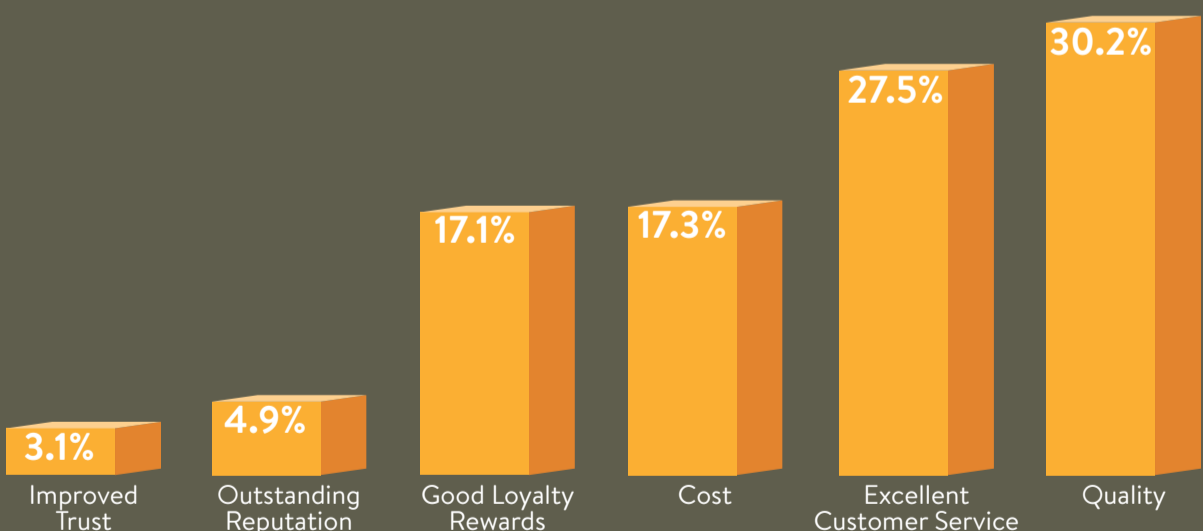
*and*

**OVER 65%**

of UK bosses believe that businesses **CAN'T KEEP UP** with the pace of change in today's competitive markets.

## THE SURVEY SAID ...

In a recent survey, when asked what is most likely to keep them loyal, UK customers responded:



Ready to win customers, their loyalty and their trust? We can help.  
Call Sewells today. 01244 681 068