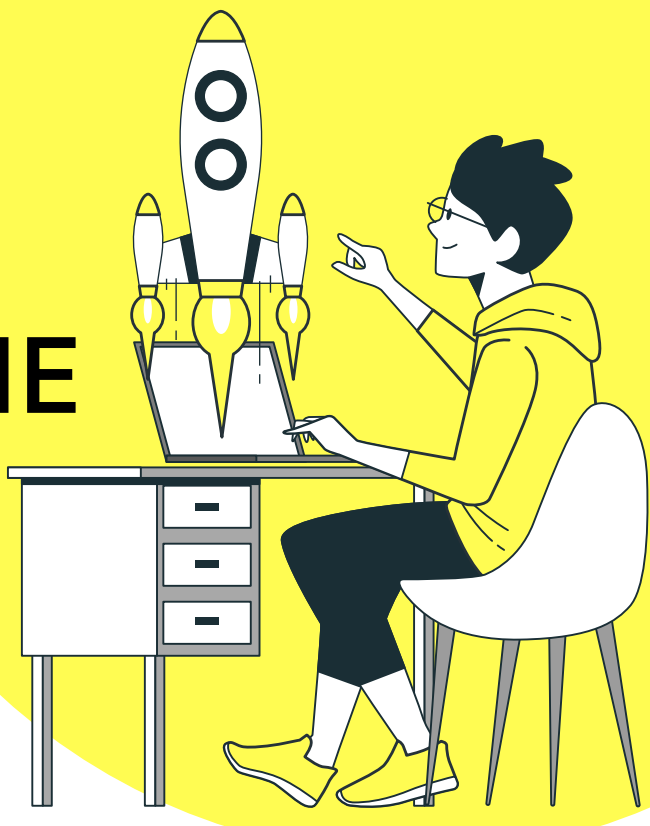


The Need for Speed THROUGHOUT THE CUSTOMER JOURNEY

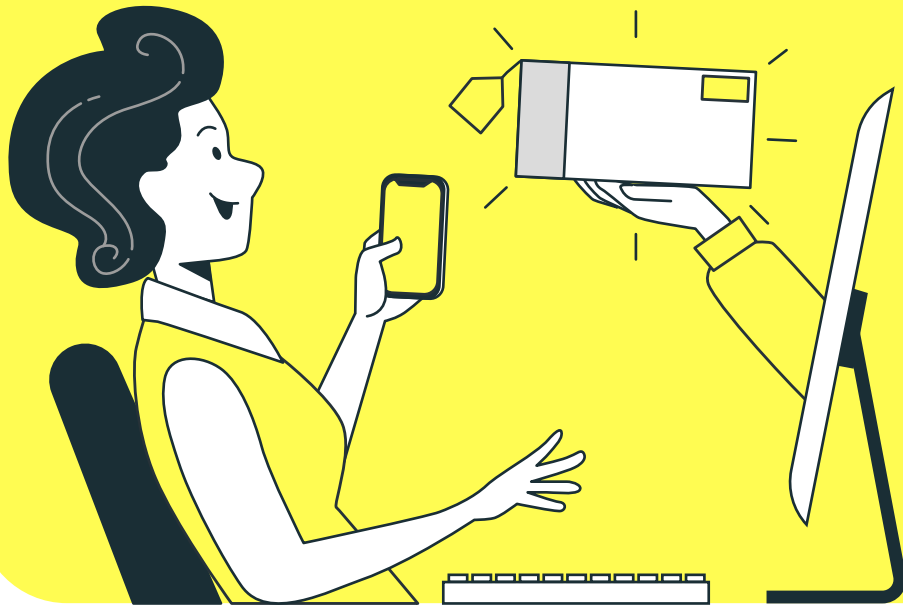
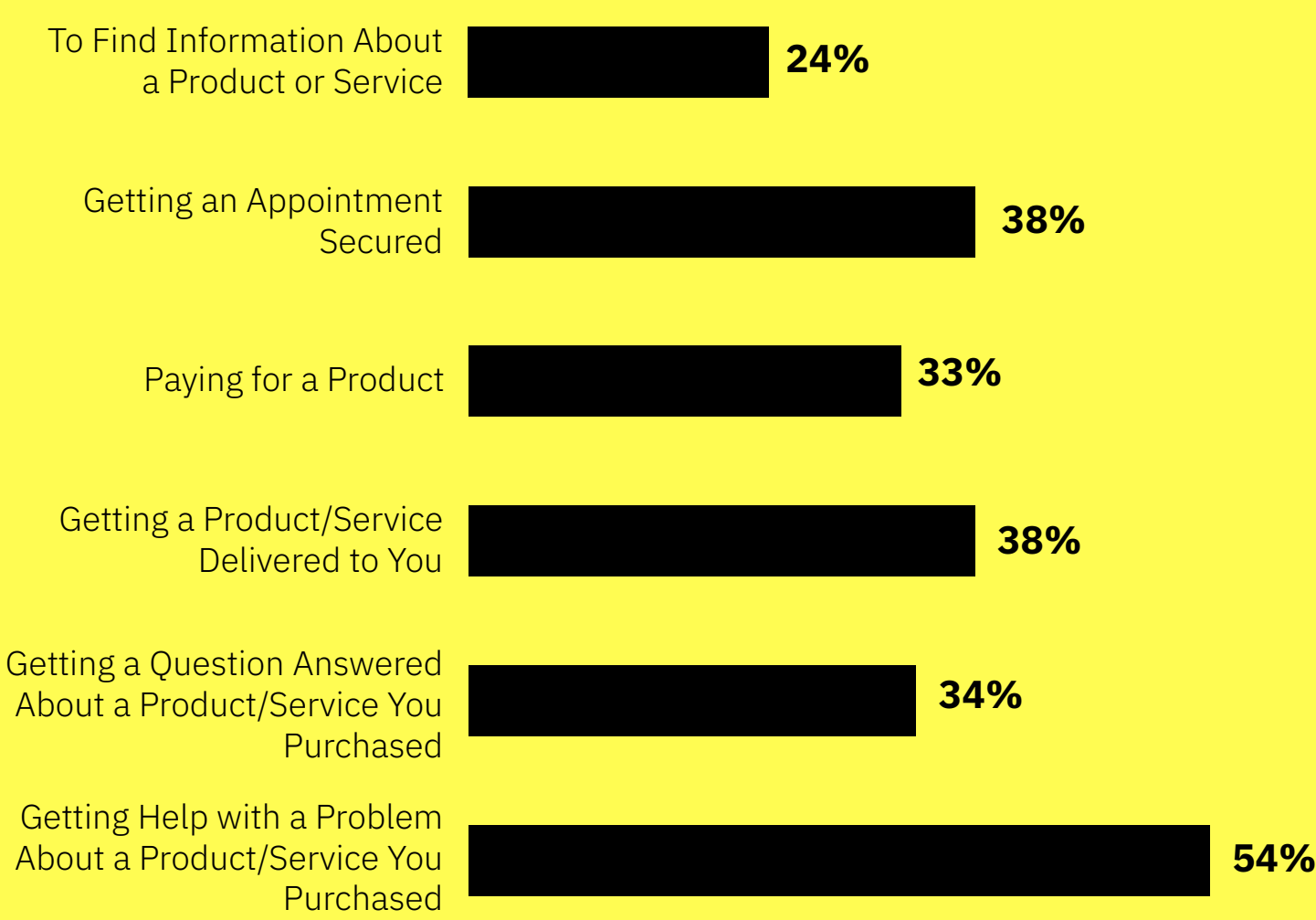


Speed is important throughout the entire customer journey, but becomes most critical in two scenarios. First, when the customer and company interface involves scheduling and proximity, like appointment setting and delivery.

Second, when the customer has a problem that needs to be addressed.

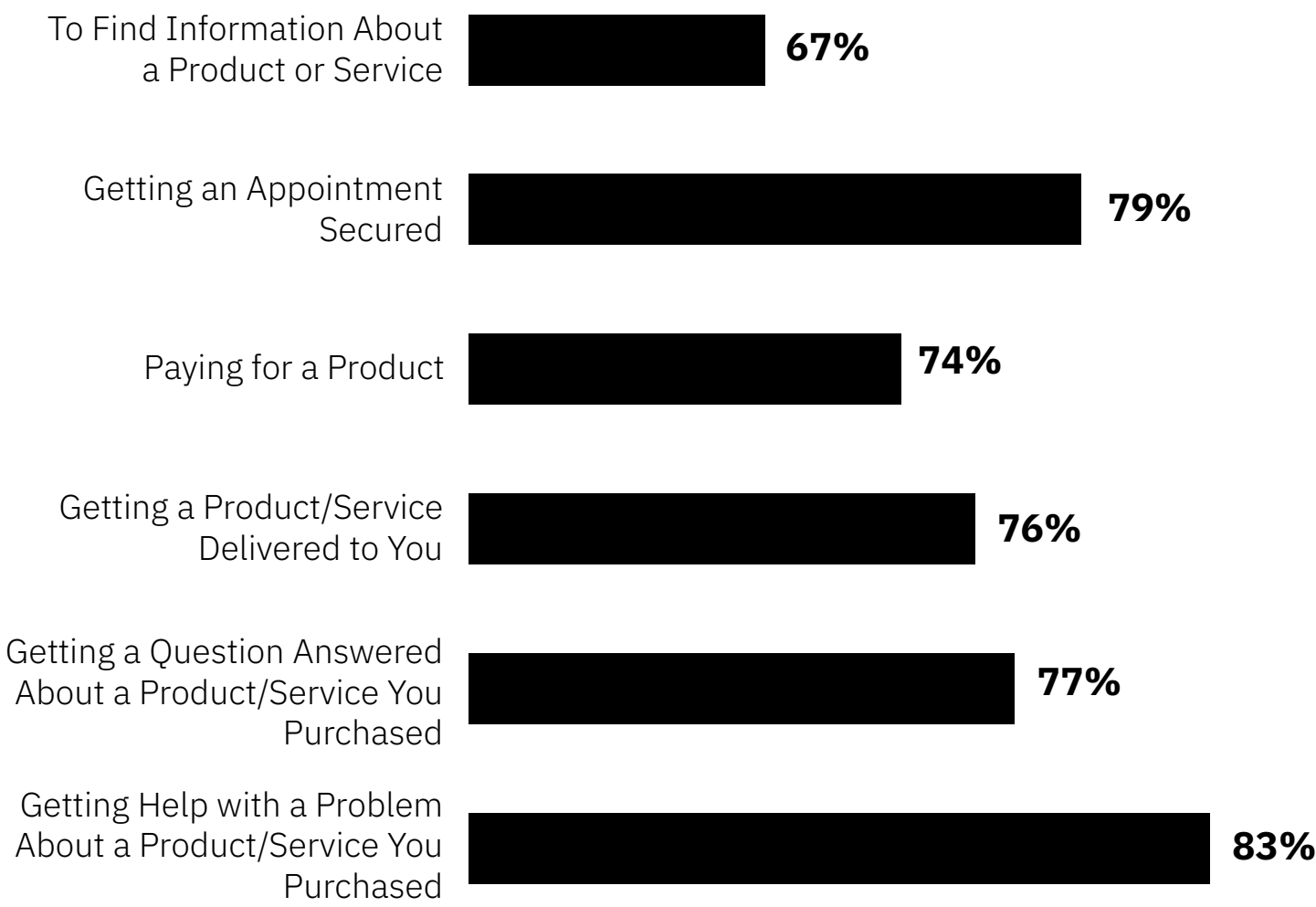
Speed and Responsiveness

VERY Important to You in This Scenario?



When customers are asked in which scenarios speed is important OR very important, a large majority indicate fast is fantastic at all stages of the journey!

Is Speed and Responsiveness Important or VERY Important to You in This Scenario?



This is overwhelming evidence that customers care about business responsiveness at all times. In fact, fewer than 9% of customers indicate that speed is not very important or unimportant at ANY stage of their relationship with a business.



The Bottom Line

It's been said that "customer service begins when the customer experience fails."

Because these CX failures tend to produce frustrated customers, a lot of time and effort inside businesses is devoted to improving customer service (or at least making it less mediocre).

But what this study demonstrates in its investigation of customer desires for speed throughout the journey, is that today's consumers are highly protective of their time ALL the time.

Whether they seek product information, an appointment, a way to pay, or someone to help, customers want to be able to do so with as little waiting as possible.

So while businesses work to try to reduce call waiting times or similar service-oriented metrics, they may also want to consider getting faster at the other points of the journey that are perhaps less noticeable, but just as important to their customers.

[Learn More](#)

Download the entire study at TheTimeToWin.com