



## Impressive Customer Service Assignment

(Taken from "[Services and Experience Marketing](#)" by Jerry Rackley and Maribeth Kuzmeski)

According to [recent studies by SuperOffice](#), investing in a better customer experience builds a powerful lifeline between customers and the organization. When done right, there is a direct connection between customer initiatives and profits and the overall ROI is undeniable.

- Brands with superior customer experience bring in 5.7 times more revenue than competitors that do not have a superior customer experience.
- Customer-centric organizations are 60% more profitable than companies that don't focus on customers.
- 73% of companies with above-average customer experience perform better financially than their competitors.
- 84% of companies that strive to improve their customer experience report an increase in their revenue.

- 1** List three examples of when a brand's customer service impressed you. These can be examples that happened to you or that you heard about.

**2**

**In a few paragraphs, explain how these experiences impacted your desire to purchase that company's goods or services.**