

Reasons Rewards Improve Your Customer Service

How your customer service agents interact with people day in and day out has an even bigger impact on the success of your business than you may realize. In fact, 80% of customers say the experience a company provides is just as important as its products and services.1 But customer service is more challenging than ever. That's why

empowering your support reps to use digital rewards can be the perfect tool to appease customers and boost retention. Here are 8 insights about the customer service landscape and tips on how rewards can help you adapt.



Insight: Customer service

leaders most often cite "dealing with upset customers" as their biggest challenge.²

While this probably comes as no surprise, it means that you need to

Tip:

arm your frontline reps with every possible appeasement tool, including customer rewards.



when their problems are solved quickly.3

Tip:

What they want is some sort of instant gratification, even if you can't actually resolve the problem instantly. Digital appeasement rewards are ideal, since they can be delivered immediately via email or SMS.

Customers may be more willing than

but that doesn't mean they want to.

ever to switch brands or companies—

Insight: 75% of customers will forgive a company's mistakes if they receive

excellent service.4

reward!) can go a long way.

Tip:

Your product and services don't

expect you to make it right.

need to be perfect—customers just

An empathetic support agent and

a sincere apology (with a digital

56% of U.S. consumers say a prepaid card is

or issue.⁵

a good option as an

apology for a problem

Before you default to giving a future

consider going with a more flexible

discount to appease a customer,

option. When the reward doesn't

require them to buy from you, the

apology feels more sincere and

makes a better impression.

Insight:

about a bad

Customers are more

likely to tell others

experience (95%)

than to share good

experiences (87%).6

Tip: Even a single customer's bad experience can have long-reaching effects. It's critical to do whatever you can

to turn a bad experience into a

good one, because that bad

experience could easily hurt

your word-of-mouth marketing

and your online reputation on

review sites and social media.

A good service experience can

much as a bad experience can

hurt it. Not only does resolving

retaining the customer, it's also

likely to lead to an even higher

lifetime value for that customer.

an issue increase the chances of

help your long-term business as

Insight:

spend more with a

64% of customers will

business if their issue

gets resolved there.7

Insight:

When teams provide

personalized support,

they're 2x more likely

customer satisfaction,

retention and loyalty.8

to see increases in

Tip:

Tip: Every company knows that

personalized marketing and sales

are good for the bottom line, but

customers expect the same kind

of experience during service

interactions. Appeasement

rewards allow reps to add a

personal touch and make

customers feel valued.

Insight: 76% of customer support leaders say their current tech stack is a hindrance

for their teams, and 73%

believe that prioritizing

integration in the tech

stack is the solution.8

Tip: Just like sales teams, customer service teams struggle with using many disparate systems, which can lead to manual processes and inefficiencies. With integrated tools, you can give your reps the power of rewards without requiring them to learn and manage yet another piece of software. They'll be able to send and track

rewards with just a few clicks within your CRM platform.



Visit BHNRewards.com to learn how our integrations make rewarding

easy for your customer service agents! 1. State of the Connected Customer, 6th ed. Salesforce, 2023. 2. State of Service Report. HubSpot, 2022.

3. "What's The ROI Of CX Transformation?" Forrester, 2021. https://www.forrester.com/ blogs/whats-the-roi-of-cx-transformation/ 4. State of the Connected Customer, 6th ed. Salesforce, 2023. 5. Global State of the Union Insights. Blackhawk Network EQ, 2022. 6. "The business impact of customer service on customer lifetime value." Zendesk, 2020.

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