

# Technology Firms Aren't Translating Great Service into Sales

## PERCEPTION VS. REALITY



of technology firms say they're making **good or excellent progress** toward delivering modern customer service

And that **service is a strategic goal** (48%) and competitive differentiator (45%)

**But**



are using it to **convert prospects...**

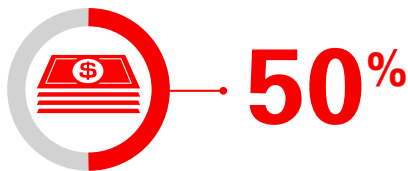
...resulting in missed sales.

## OMNI-CHANNEL SERVICE



say they offer **real-time online support** via chat, text and self-service, the highest of any industry

**But**



say the inability to predict ROI prevents adding new channels...

...resulting in customers not getting service in their preferred channel.

## MEASURING TECHNOLOGY SUCCESS

They lead in customer-focused metrics like

**Customer Satisfaction**



and **Net Promoter Score**



**But**

They're not tracking new customer acquisition



...revealing their inability to harness great service and happy customers for growth.

## HIGH TECH SWOT ANALYSIS

(High Tech vs. cross-industry average)

**Strength** – real-time online support (58%), mobile app self-service (60%), knowledge use (60%)

**Weakness** – inability to predict ROI slows channel investment (50% vs. 31%)

**Opportunity** – using service as a competitive differentiator (45% vs. 32%)

**Threat** – competitors who know how to use modern service to grow sales



FOR A DETAILED ANALYSIS OF THE FORBES SURVEY FINDINGS ON HIGH TECH CUSTOMER SERVICE, [DOWNLOAD THE REPORT](#)