

Retailers Need Customer Advocates— But Are They Creating Them?

PERCEPTION VS. REALITY



say they are making **good or excellent progress** toward delivering **modern customer service**

But



naming service as an important aspect of CX...

...many **aren't using it to improve competitive position** (17%) and customer advocacy (15%).

OMNI-CHANNEL SERVICE



say they **give customers the power** to help themselves on preferred channels and devices

But



effectively provide **real-time support** via chat, text, or self-service...

...resulting in missed retention **(65%)** and sales **(61%)** opportunities, their top two goals.

MEASURING RETAIL SUCCESS

The most progressive retailers know the **customer is king**—and it's reflected in their metrics:

37%

measure **Customer Effort Score**

22%

monitor **Net Promoter Score**

But

50%

still emphasize **time-to-resolution** and other traditional efficiency metrics...

...**preventing them** from **achieving service's full strategic value.**

RETAIL SWOT ANALYSIS

(Retail vs. cross-industry average)

Strength – social customer service investment (65% vs. 43%)

Weakness – lack of standardized operating procedures (37% vs. 58%)

Opportunity – using service to increase employee empowerment (43% vs. 33%)

Threat – competitors who strategically use service to build strong brands and customer advocates



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