Creating a Better Customer Experience

A recent McKinsey study found that 70% of purchase experiences are made based on how the consumer feels he or she is being treated. Customers should be treated like people instead of business transactions.

$41 BILLION
each year U.S. businesses lose an estimated $41 billion as a result of poor customer service.

Why Customers Leave

A 10% increase in customer retention levels can result in a 30% increase in the value of the company.

- Feel unappreciated
- Rude
- Are tired of being passed around to multiple service agents
- Are annoyed with knowledge
- Lose patience with being kept on hold

53%
42%
32%
29%
25%

Why the Customer Experience Matters

Value Your Customers

A little customer appreciation goes a very long way.

66%
Of consumers switched companies in at least one of ten industries due to poor service in the past year.

82%
Of consumers felt their service provider could have done something to prevent switching.

Say they’d have stayed if the company had proactively contacted them.

Would have stayed had the company simply recognized them and rewarded them for their business.

Recent Forrester data show that 77% of U.S. online adult consumers say that valuing their time is the most important thing a company can do to provide good service.

Value Your Customers Time

Consumers are much more willing to share a positive experience than a negative one.

After a POSITIVE customer experience:

- Would recommend the company to others
- Would use the business more frequently

After a NEGATIVE customer experience:

- Would never use the company again
- Would tell friends not to use the business
- Would post bad online reviews or share poor experience on social media

Frustrating interactions drive customers away. Here are the leading reasons consumers give for switching to a competitor.

- Switched after contacting a company multiple times for the same reason
- Switched after being put on hold for a long period of time
- Switched after having to repeat their issue to several company reps
- Switched, claiming with which to do business
- Switched when the company failed to deliver on its promises

If you’re like many companies, you’re spending a fortune to find and hire the new drivers necessary to operate your business. Here’s how to make the process easier and recruit more top-notch drivers.

Driver Recruitment Made Easy

1. Remember: People Commit to People
   - Focus on relationship-building right from the get-go
   - Speak to drivers with respect
   - Listen to drivers when they tell you what their needs are—and address those needs

2. Develop a Recruiting Process that Secures the Best Talent
   - Remember it’s the driver’s first experience with your company
   - Engage in active listening to demonstrate you understand the driver’s needs
   - Establish a positive, supportive tone

3. Improve Your Conversation Technique
   - Use the driver’s name from the start of the conversation
   - Identify the driver’s specific needs
   - After you hear the driver’s needs, address them by sharing your company’s related benefits

4. Create a Clear Plan of Action with Prospects
   - Establish a sense of trust and respect by not questioning information that will be confirmed later, such as driving record.
   - Set a clear plan of action: complete the application by X time, talk again at X time

5. Begin Building Critical Relationships Early to Close the Deal
   - Reduce no-shows at orientation by having the driver’s dispatcher make an introductory call a few days before the orientation
   - Make sure the tone of that call is welcoming and supportive
   - Keep the message sent by both recruiting and dispatch in alignment to avoid confusing the driver

This checklist is taken from the Improving Driver Recruitment white paper published by Spireon. Want more info on improving driver recruitment and retention? Visit the FleetLocate Driver Retention Resource Center.

Want to know more about how GPS can help you keep drivers happy? Contact Spireon today for more information: spireon.com/fleet-management - 800.557.5549