

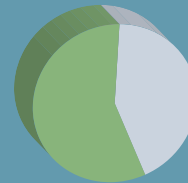
When it comes to caring for customers, there are three Rs that matter. Reach, Respond and Retain – your customers know what they want at each stage.

Make them feel valued

70%

of customers feel the best brands are the ones that pay closest attention to their needs

...and the rewards can be greater



57%

of customers would spend more with brands that make them feel valued

Make it personal

Of all prior to purchase information from brands, customers most prioritise personalised offers and discounts... but balance with transparency

61%

of customers believe brands need to be more transparent about how they use customer data

...or you could suffer consequences



89%

of customers say they would drop out of the buying process if they felt a brand's interactions were too intrusive

Pay attention throughout the buying process

Customers think a brand should pay most attention to them during a sale, and attention after sales is also vital. Quality interactions matter.

47%

would stop being a customer if a brand didn't meet their expectations for interaction

Prioritise customer experience



60%

of customers think brands only care about getting their money, not providing a good level of CS

A bad user journey is a deal-breaker

91%

of customers suggest that a difficult transaction would put them off buying

Learn more about how to meet customer needs
Download the report at www.ricoh-europe.com/thoughtleadership