The impact of quality service and insight-driven decision-making

In today's competitive landscape, it's essential for companies to know where they stand in the market.

Understanding your position not only helps you identify areas for improvement but also allows you to capitalize on strengths that set you apart.

Recognizing how customer experience contributes to your brand's success is critical.

The following insights demonstrate how investing in service quality, leveraging loyalty programs, and actively managing online reputation can significantly drive customer retention, boost sales, and elevate your brand's visibility.
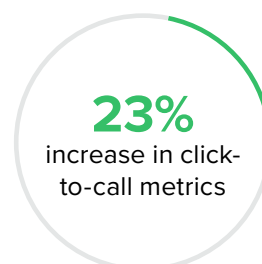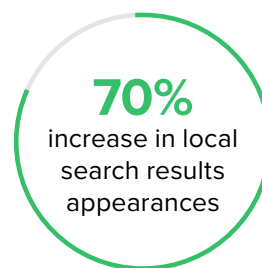

Service excellence

When customers experience both friendliness and excellent service, they are twice as likely to purchase more than they initially intended.

Higher-quality interactions double the number of customers who buy more than planned.

Customer reviews

Tracking and responding to customer reviews correlates to increased visibility.

70%
increase in local search results appearances

23%
increase in click-to-call metrics

Responding to reviews drives customer engagement.

Reputation management

Reviews are essential to boosting your brand's visibility and driving sales.

According to Globe Newswire, 95% of shoppers read online reviews before they make a purchase.

☆ ☆ ☆ ☆ ☆

Brands with a review management system that actively engages with customers and swiftly resolves issues hold a significant advantage over those that don't.
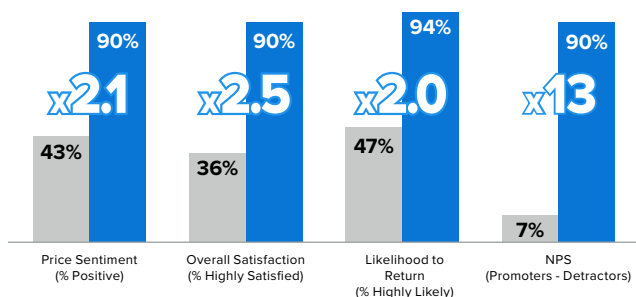
Loyalty programs

Customers who enjoy a great experience with a loyalty program:

▶ **Are 2x more likely** to talk favorably about pricing

▶ Show significantly **higher intent to return** and recommend the brand

KPIs and Price Sentiment by Loyalty Club Satisfaction

⬤ Not Satisfied with Loyalty   ⬤ High Satisfied with Loyalty

	Price Sentiment (% Positive)	Overall Satisfaction (% Highly Satisfied)	Likelihood to Return (% Highly Likely)	NPS (Promoters - Detractors)
High Satisfied	90%	90%	94%	90%
Multiplier	x2.1	x2.5	x2.0	x13
Not Satisfied	43%	36%	47%	7%

Insight-driven decision making

Most businesses have an abundance of customer data, but they struggle to turn it into frontline actions that impact their bottom line.

Utilizing insights leads to smarter decisions, enhancing customer retention by 44%

Customer experience is evolving

By combining end-to-end measurement solutions, integrated reporting, and hands-on professional services, we empower brands to make better decisions with an insight-driven approach—leading to significant improvements in customer retention, brand advocacy, and overall business growth.

Speak with an SMG Insights specialist today

---

service management group®

Connect with us: smg.com | in

About Service Management Group

SMG is a leading experience management (XM) provider, accelerating value by changing how brands act on customer + employee insights. With a rich 30-year history rooted in The Service Profit Chain, SMG is the industry's only software with a service (SwaS) provider—uniquely pairing an enterprise platform with professional services to help brands generate new revenue, grow existing revenue, reduce churn + detractors, and drive operational efficiencies. To learn more about our customer, employee, and brand experience management solutions, visit www.smg.com