



# The New Age of Customer Impatience

Customers now expect top quality service in an instant. **Bill Payne**, former Vice President for Customer and Industry Practice at Concentrix, explains what this means for businesses and why many boards have been slow to adjust to an 'I want it all and I want it now' world

In this digitally connected age of unlimited choice, price transparency, time famine, channel anarchy and frenetic multi-tasking, we can't wait for anything anymore. Instant gratification is the name of the game.

We want products 'now', services have to be fast and flawless and extra upgrades frequent. When we snap our fingers, we expect a rapid response. It's what 'we want' that matters the most and if we're not happy, we will go elsewhere, expressing our disappointment however we please.

This poses fundamental questions for directors and executives in terms of how they think about customer service. Of course, there are a range of responses to assist customers with queries or problems (self-help on the internet, calling for a chat, emailing for help, webchat, speaking to a member of staff directly), but a complex picture is emerging in terms of what customers deem to be 'good service.' Recent research suggests that if a web page doesn't load in less than three seconds, we are off looking elsewhere.

The time has come to recalibrate the way in which we calculate service metrics as businesses cannot afford to be stuck with old fashioned, obsolete measurement process tools and analytics. We can't compare the calculation of customer satisfaction scores (CSAT) in 2014 to how we did it in 2004 – and by CSAT I include Net Promoter Score (NPS) and Customer Effort or whatever means you choose to measure in.

A lack of consistency around service highlights how behind the times many >