From: Mobilelogix
To: Bielarski, Edward J
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THE TOP 5 Reasons You Should Have a Customer Portal

Over 90% of consumers now expect a brand or organization to offer a self-service customer support portal and 60% of those consumers have a more favorable view of the brand if their self-service offering is mobile-responsive. Self-service portals are the latest trend in customer experience enhancements, they offer your customer an elevated customer service experience while lessening the day-to-day work load for your organization's team. Here are 5 reasons why you should have a customer portal Continue reading...

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1. Convenience

73% of all consumers want the ability to solve product/service issues on their own; one-third say they'd 'rather clean a toilet' than speak with customer service.

2. Communication

76% of consumers say they view customer service as the true test of how much a company values them. A customer portal is designed to update the customer on any information they may need to know about current and past work orders.

3. Personalization

60% of consumers have higher expectations for customer service now than they did just one year ago. With these heightened expectations, personalization is a great way for your customer to feel valued.

4. Hidden Revenue

77% of US online adults say that valuing their time is the most important thing a company can do to provide them with good service. By eliminating the need to make countless phone calls to different customer service departments, you are saving both your workers and your customers the headache of spending their valued time to simply update and discover information.

5. Information Portal

45% of US consumers will abandon an online transaction if their questions or concerns are not addressed quickly. A mobile customer portal is an efficient way to access all work order information in one central place.

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