



PissedConsumer.com Survey

Customer Service Trends: The Consumer Experience & How Companies Can Improve



PissedConsumer.com Survey

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The State of CS / CX: A Different Perspective

Summary

Throughout 2024, PissedConsumer.com surveyed its users about their customer service experiences.

This report explores the current state of customer service along with issues and challenges consumers face, and what they'd like businesses to do better.

The information provided can help your company better cater to consumers' needs and meet their customer service expectations. Meet customers where they are. Listen to their concerns. Offer resolutions. Keep your customers coming back for more. Stand out among the competition.

These insights are presented for:

- business owners and executives;
- customer service professionals;
- CX professionals;
- journalists;
- researchers;
- marketing specialists.

Key Insights


No company likes negative reviews, and customer service improvements could be the top way to prevent them.


We surveyed consumers about their customer service experiences. They shared their preferred methods for contacting customer service reps, how they feel about resolutions companies offer and more.

 **86.71%**
of consumers try to contact companies about issues before posting reviews.

 **58.3%**
of consumers report they never receive a response from companies they contact.

 **64.9%**
of consumers report attempting to contact customer service via phone and email.

 **Almost 74%**
of companies fail to offer solutions when contacted by customers.

 **Only 23.4%**
of consumers are satisfied with the result when companies do offer solutions

 **Over 40%**
of consumers say customer service is the top issue companies need to improve.

The #1 reason
customers post public reviews is to warn others.

Via emails
While consumers see faster resolutions from customer service phone calls, they report greater satisfaction with customer service via email.



Methodology

As a review and reputation management platform, PissedConsumer.com asked its website visitors to share their customer service experiences.

The survey included **40 843** respondents.

We asked the respondents:

- whether or not they contact companies about issues before posting reviews;
- the reasons they post reviews online;
- whether or not they receive responses from companies they contact;
- the methods they use to contact customer service;
- if companies provide resolutions to their issues (or why a solution wasn't reached);
- how long it takes companies to resolve their customer service issues;
- their level of satisfaction with customer service via different channels;
- what issue they believe companies need to improve most.

The survey was conducted **January - October 2024**.
The margin of error is **5%**.

Gender:

Female **54.23%**

Male **45.77%**

Age:

18-24 **9.97%**

25-34 **20.66%**

35-44 **17.74%**

45-54 **18.75%**

55-64 **18.59%**

65+ **14.29%**

Location:

 USA **76.11%**

 UK **13.92%**

 Canada **6.32%**

 Australia **1.75%**

Other **1.9%**



Customer Service Trends: A Word from CEO

“Trend reports often come from industry insiders. They talk about things like CRMs, increased automation, and AI integration into customer service. But how do those trends align with the experiences and expectations of those who matter most—customers?”

By the time consumers come to us at PissedConsumer.com, they’ve often already endured a negative customer service experience. They come to us to express their frustrations in reviews after a customer service failure.

That’s why, in our series of customer service surveys throughout 2024, we didn’t focus on what businesses were doing or planning. We focused on the real-world customer service issues consumers face and how businesses can do better to improve the customer experience.

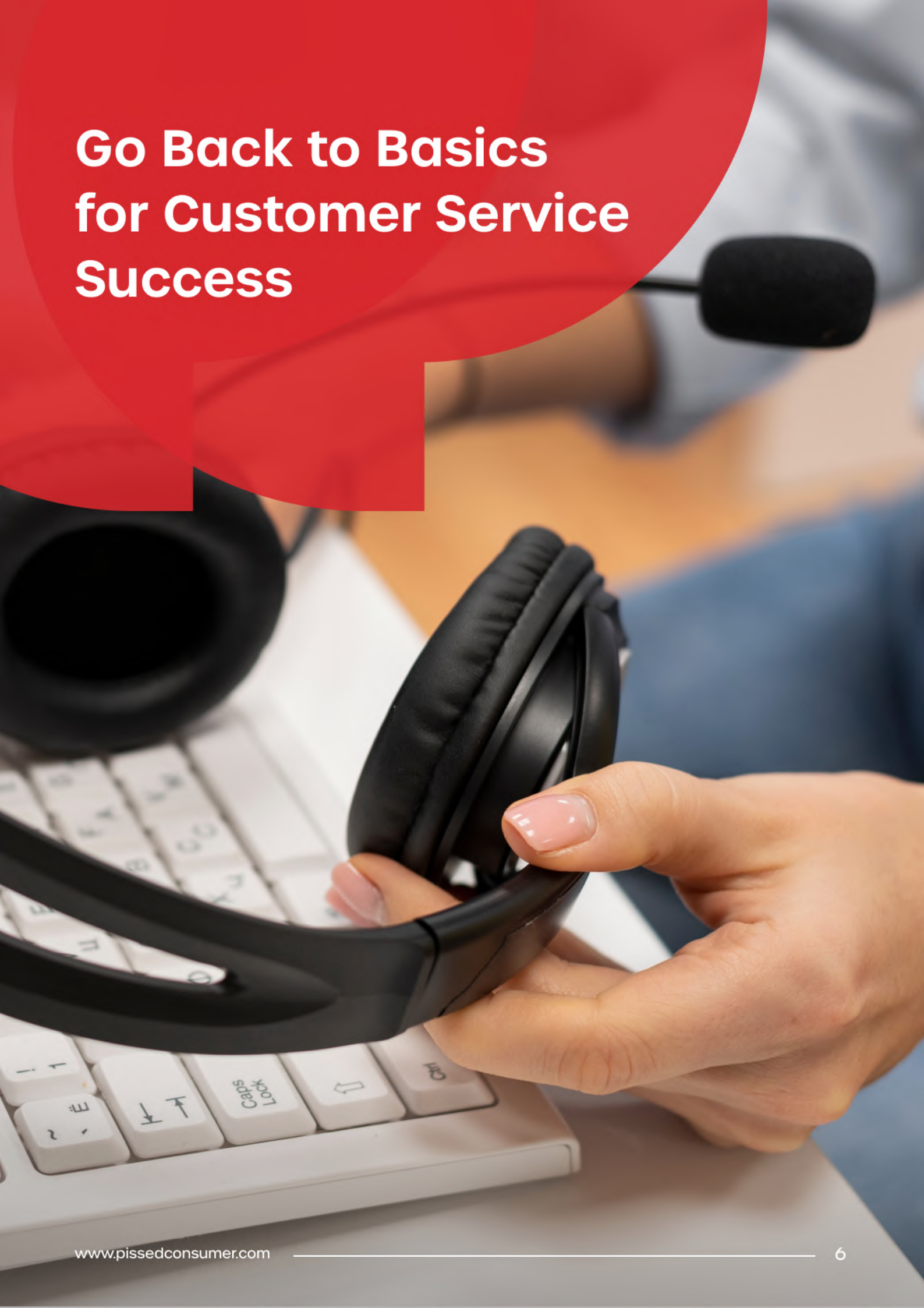
For customer service professionals and the businesses that rely on them, there are some important takeaways. Consumers might not be as quick to embrace things like AI chatbots for example, preferring to speak to a human customer service rep on the other end of a phone call.

Even in the age of automation, did you know over half of consumers say they don’t receive any response—automated or otherwise—when they reach out to customer service?

As an industry, we can do better. That begins by listening to consumers. “

Michael Podolsky,
CEO of PissedConsumer.com

Go Back to Basics for Customer Service Success



Responsiveness - The Key to Customer Service Success

What are the most important things your company can do to improve the customer experience? It's not about the latest technology, special offers, or extraordinary efforts.

The key to customer service success can be as simple as being responsive.

Consumers Don't Rush to Leave Negative Reviews

It's easy to envision angry customers rushing to leave negative reviews online. Our surveys show that isn't the case.

Customers want most: a **resolution to their problem or concern**. Most are willing to give companies a chance to make things right before posting reviews online. That means **customer service teams can prevent negative reviews** before they're published.

Customers Struggle to Secure Customer Service Solutions

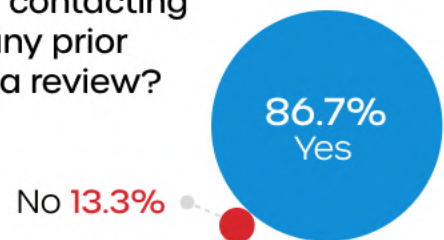
While customers are willing to give companies a chance to make things right, many fall short. Most consumers report companies never respond to their initial customer service outreach.

Even when companies do interact with customers, **nearly 74% of those customers say the company doesn't offer them any solution to their problem or complaint**.

When consumers reach out to customer service, too many never receive a response. For those who do, the majority aren't offered a satisfactory resolution to their problem.

It's no wonder customer service itself is consumers' biggest gripe & the main thing they'd like companies to improve.

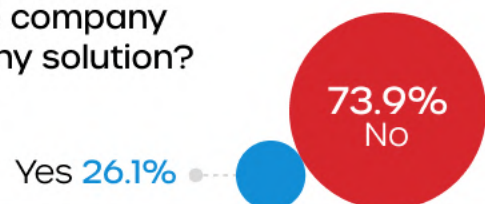
Did you try contacting the company prior to posting a review?



Did you know?

More than 86% of consumers say they try contacting companies before posting reviews.

Did the company offer any solution?



When companies do propose solutions, here's how often customers feel satisfied:

45.8%
of consumers felt very unsatisfied with the solution the company proposed.

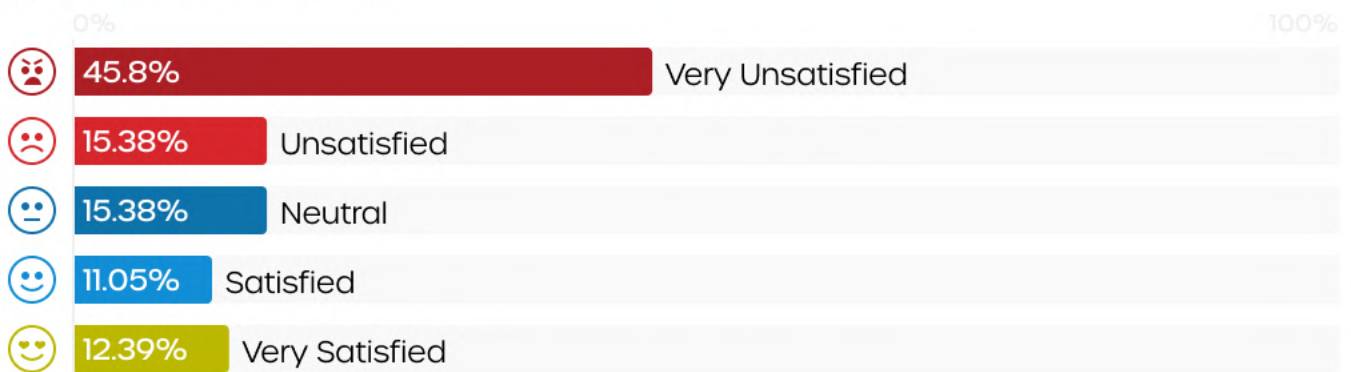
15.38%
of people felt unsatisfied with the proposed solution.

11.05%
of respondents said they were satisfied with their proposed solutions.

15.38%
of consumers felt neutral about the solution offered to them.

Only 12.39%
of consumers were very satisfied with the solution proposed by the company.

How satisfied are you with the solution proposed by company?



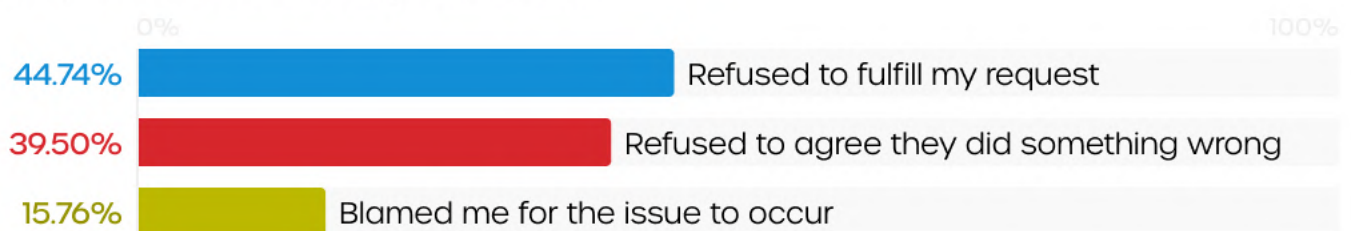
When no solution can be reached, the reasons vary.

In nearly 45%
of cases, companies refuse to honor customer requests.

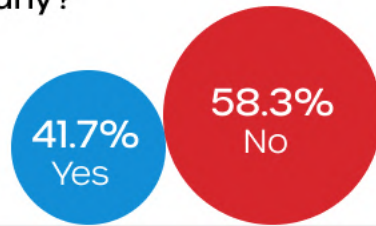
In around 40%
of cases, customers say companies take no responsibility for the problem.

In about 15%
of cases, respondents report companies outright blame the customer for the issue.

Why was no solution agreed upon?



Have you received a response from the company?



Did you know?

Over 58% of consumers say they never receive a response from companies when they reach out to customer service.

What consumers have to say:

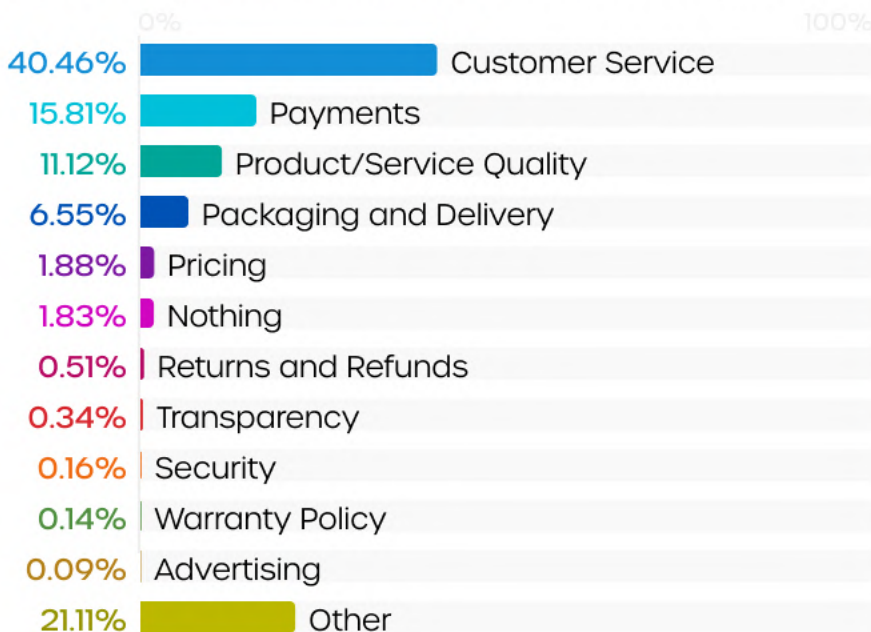
"I finally received a refund after waiting 3 months, but no apology." A PissedConsumer.com visitor frustrated by delays and unapologetic customer service

Customer Service Issues are Consumers' Biggest Complaint

When asked what companies most need to improve, customers didn't focus on high prices, returns, or even quality issues.

Their top concern was customer service.

Based on your experience, what should improve?



Only 41.7% of customers report even receiving a response when they contact customer service. Could improved responsiveness be an easy win for your business?


Did you know?

The #1 issue customers say companies need to improve is customer service.

Is Bad Customer Service Driving Consumers Away?

How does a company's customer service influence future buying decisions from consumers? According to our survey, customer service reps and their ability to resolve issues can be **a key factor in bringing customers back to a business.**


We asked consumers, after an experience with customer service, if they would use the same company again. Here's what they told us:

 **52.32%**


of respondents said no, they would use another company in the future.

 **6.68%**

answered "other" and were less decisive about future buying decisions.

 **12.14%**

said yes, they would buy from the same company again, but **3.63%** would only do so because they had no other option.

 **28.86%**

said their decision to buy from the company again would depend on whether or not the business resolved their issue.

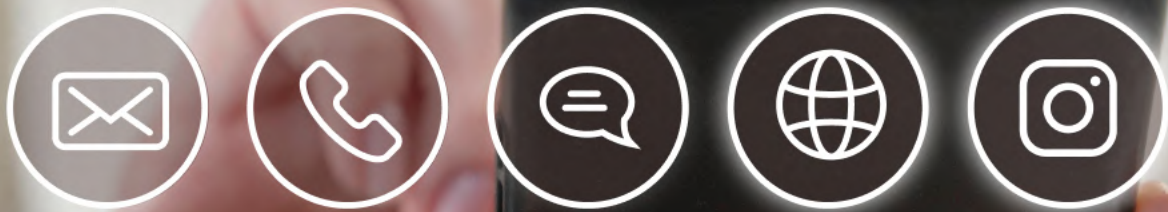
If you need the similar service or product in the future will you use this company again?



The takeaways?

Good customer service can keep customers coming back if they resolve consumer issues. However, with more than half of consumers looking to change companies by the time customer service gets involved, **preventing issues in the first place could be the best customer service effort of all.**

Too Early to Go All-in on AI? Contact Methods Customers Prefer



Consumers Don't Favor Chatbots & Live Chats for Support

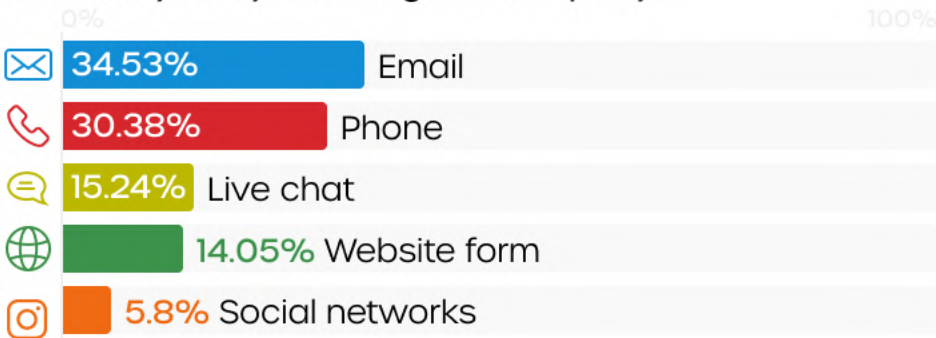
AI chatbots might be an exciting addition to your customer service toolbox. But that doesn't mean customers are comfortable with that option yet.

Chatbots & live chat aren't customers' preferred customer service contact methods. As it turns out, even social media takes a back seat to more traditional outreach options.

Email & Phone Are the Top Choices for Customer Service

AI chatbots might be a popular addition to business websites, but they're not one of the top ways customers prefer to contact companies.

How did you try reaching the company?



Over 30% of customers still prefer to pick up the phone

34.5% prefer to seek support through email

Did you know?

Nearly 65% of consumers reach out to customer service via traditional phone calls and emails rather than using online forms, social media accounts, or live chat features on company websites.

What consumers have to say:

"There is no phone number... to call the company. There is not a single number that actually gets you to a person." - Customer service frustration shared by a PissedConsumer.com visitor

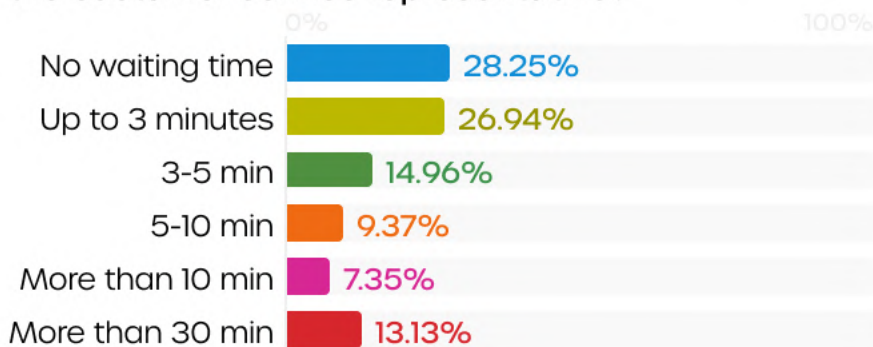
Customer Service Calls Offer Rapid Results

Speed could be 1 reason nearly one-third of customers seek assistance by calling customer service. Over 55% report reaching customer service within a few minutes. It's not all good news for phone-based customer service, however. Other customers had much longer resolution times. For example:

13.13%
of respondents say they've **had to wait more than 30 min on hold** before reaching a customer service representative.

7.35%
of consumers report waiting more than 10 minutes on hold.

How long did you wait on hold before reaching the customer service representative?



9.37%
of people waited 5-10 minutes on hold before being assisted.

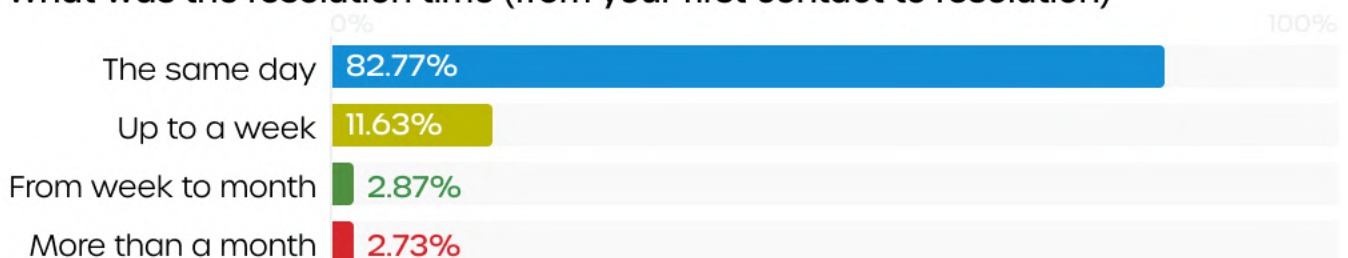
14.96%
of respondents received help from customer service after 3-5 minutes on hold.

Hold times aren't the only story when it comes to speedy customer service results.

The vast majority **82.77%** of consumers who saw successful customer service solutions after reaching a rep on the phone saw a resolution to their issue on the same day.

Another **11.63%** reported seeing a solution to their issue within a week. Longer resolution times aren't unheard of though with **2.87%** of consumers reporting solutions coming after a week's wait and another **2.73%** reporting resolutions only after more than a month from their initial call.

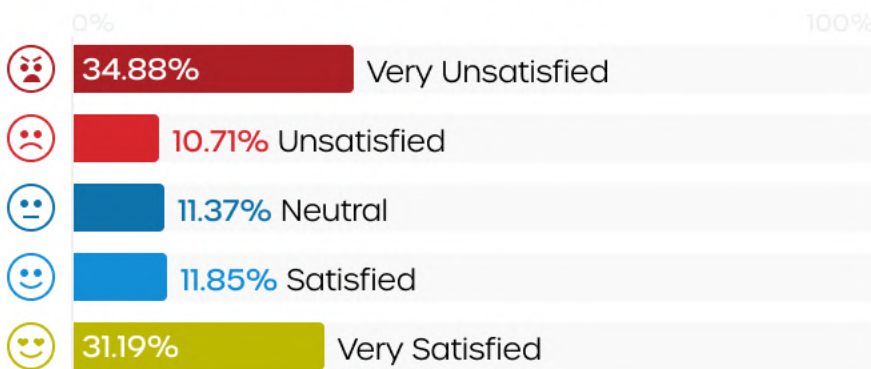
What was the resolution time (from your first contact to resolution)



Customers' Satisfaction with Phone-Based Customer Support.

More than 45% of consumers report being unsatisfied or very unsatisfied with the representative they reached. However, another 43% say they were either satisfied or very satisfied with the customer service rep assisting them.

How would you rate your satisfaction with the customer service representative you spoke to?



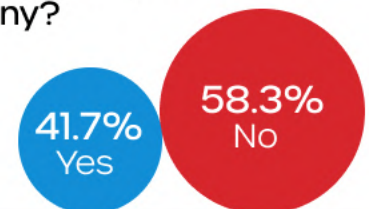
Did you know?

When working with customer service reps over the phone, over 55% of consumers get assistance in 3 minutes or less.

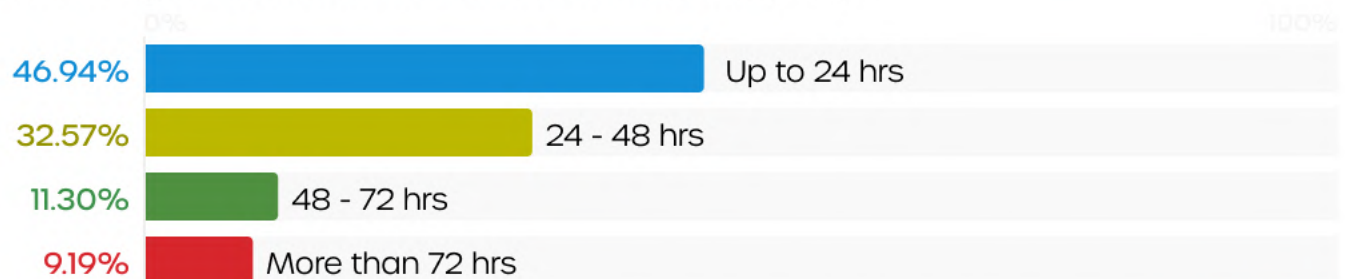
Email Offers Superior Customer Service Satisfaction

Customer service via email can also offer quick results when companies respond at all. While 41.7% of consumers say they've received a response to a customer service email they've sent, another 58.3% received no response.

Have you received a response from the company?

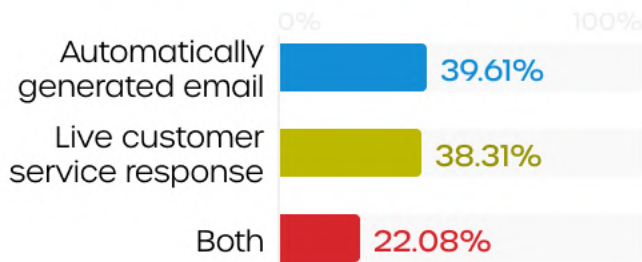


How long did it take to hear back from the company?



Of those who did receive a response to their customer service email, nearly 47% of respondents say they received a response to their email within 24 hours, with nearly 44% getting a response within 72 hours.

What kind of response did the company provide?



These responses were split almost evenly between auto-generated emails (39.61%) and email responses from a customer support representative (38.31%). Another 22.08% of consumers reported emails were answered by both automated & human reps.

What kind of solutions are most often offered via email?

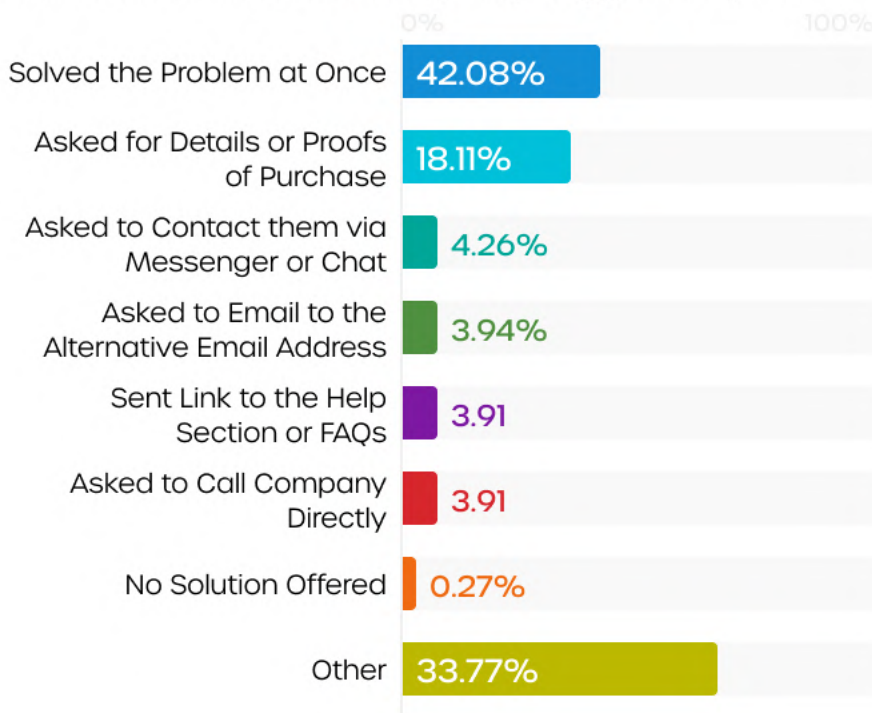
While 33.7% of respondents listed "other" solutions, here are the most common ones reported in our survey:

42.08%
of companies resolved the issue at once (ex. processed a return or refund).

18.11%
of businesses responded to a customer service email asking for more details or proof.

4.26%
of companies asked the customer to contact them via messenger or chat.

What solution did the company suggest to you?



3.94%
of businesses asked the customer to reach out to an alternative email address.

3.91%
responded to customer service emails by linking consumers to a Help section or FAQs.

3.91%
asked the customer who emailed them to call the company directly.

**Note: Respondents had the option to share multiple solutions they were presented with.*

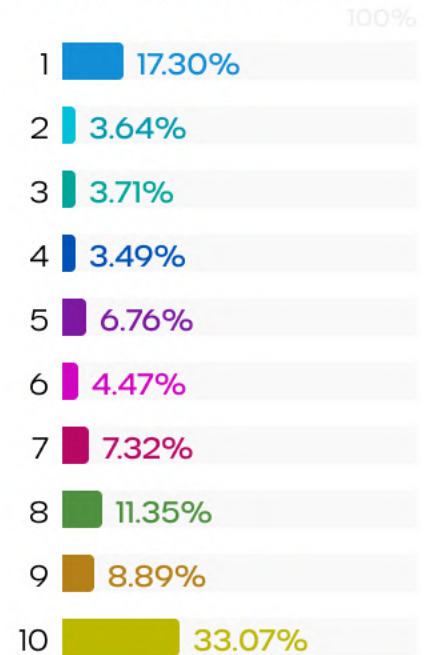
While email customer support response times might be slower than phone calls, customers report being happier with the results.

Among respondents, 53% would rate their email support experience at least 8 out of 10. Of those receiving email support, more than 70% say they would do business with the company again, at least if their issue is resolved.

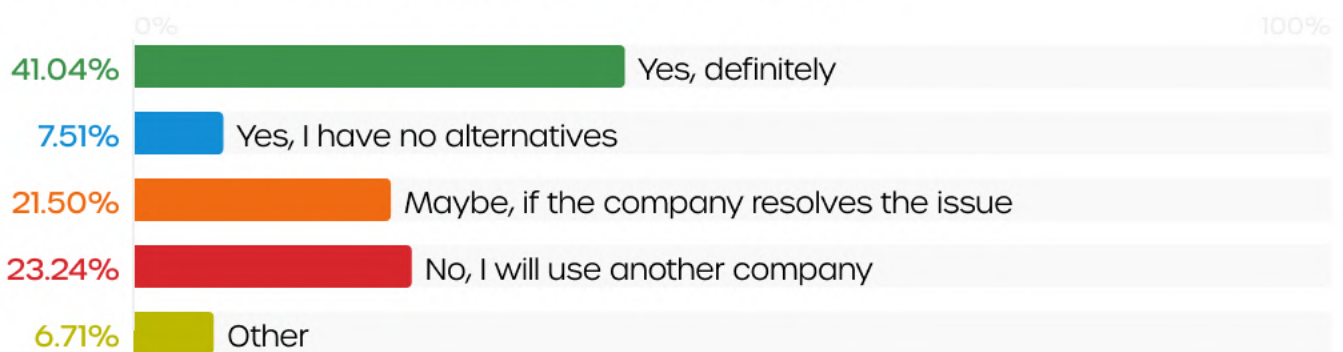
There's a strong positive correlation between those high ratings for email customer support & a customer's willingness to continue doing business with a company.

Like the 53% of respondents who rate their email support at least an 8 out of 10, 53.32% say they would continue to use the company again. Another **21.5%** would consider sticking with a company if their issue was resolved. Only **23.24%** wouldn't use the company again after their email customer support experience.

How would you rate the support you received?



If a consumer received a response from customer service via email would he/she use this company again?



Did you know?

Over 45% of consumers are unsatisfied with phone-based customer service reps while only **28%** report being unsatisfied with support via email (rating their experience 4 out of 10 or lower).

Turn Negative Reviews into Improved Customer Relationships



Consumers Who Share Reviews are Hoping to be Heard

Negative reviews don't have to be the end of the story. Even if they come after an unpleasant or unproductive customer service interaction, bad reviews can lead to a second chance.

Why did you decide to share your experience publicly?



Nearly 32% of online reviews are posted in the hopes of warning fellow customers about bad experiences.

Another 36% are published in the hopes of helping a company improve or finding a resolution.

In the end, consumers who share reviews are hoping to be heard.

Negative reviews can be a tool for companies to improve their business and customer service processes. They enable businesses to monitor consumer sentiment towards their brands & adapt or address issues in a customer-friendly way. A negative review today could lead to an opportunity to win over a new (or old) customer tomorrow.

Did you know?

Over 20% of online reviews are posted with the hope of getting a company's attention.

Conclusion

Better customer service goes beyond industry trends. It starts with listening to consumers—what they want, what they don't feel they're getting in their current customer experiences, and how they prefer to interact with businesses and brands.

By listening, engaging with buyers, and offering practical solutions to customer service issues, you can prevent bad experiences from leading to bad reviews. But even then, it's not too late.

About PissedConsumer.com



PissedConsumer.com is a review & reputation management platform where **more than 25 million** users read, watch, & voice customer service concerns. Throughout the year, the company surveys visitors to get consumers' perspectives on customer service issues, publishing the results to help businesses build better customer relationships.

Customer Service Audits Can Lead to Happier Customers

Consider a customer service audit for custom feedback and suggestions on how to keep your customers happy and coming back to your business. We'll help you analyze existing documentation, workflows, technology, & processes. We can assist with review claims and managing escalated issues. We can identify bottlenecks and potential growth points.

Order a [customer service audit](#) from PissedConsumer.com and we'll provide you with a report covering these audit results and recommendations to help you identify and fix customer service gaps in your organization.

For more information about these survey results, contact us at media@pissedconsumer.com.