

Report: Poor Customer Care Guilty for Up to 50% of Churn

More than half of wireless customers say that poor customer care is the key reason for switching providers, according to a new study from Ovum.

The global study, commissioned by Tektronix Communications, surveyed 3,500 mobile subscribers across EMEA, U.S. and Asia-Pacific and found that 23 percent of mobile subscribers rated their operator 'five out of ten' or less for customer care. Additionally, the study revealed that 25 percent of respondents planned to switch providers in the next 12 months.

Those surveyed were least confident in a customer care agent's ability to address poor network coverage. That was followed by a lack of confidence in the operator's ability to deal with poor handset performance or dropped calls.

Still, issues with value and network quality outweighed customer care among respondents as reasons to switch subscribers.

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<http://www.wirelessweek.com/news/2014/02/report-poor-customer-care-guilty-50-churn>