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Service Is The New Sales

In today's "always on" digital environment, when are customers truly won and lost?

After all, customers are now in a perpetual state of evaluating, using, then sharing their experiences with products and services. The point of sale is still an important – but not the only – point of victory.

To drive growth, companies need a dynamic new approach to a common issue: customer service.

Winning the retention game in the digital age starts with three steps:

First, quantify churn's impact by developing analytics capabilities and using customer data to identify what customers notice and value when it comes to service.

Second, give retention the attention it deserves. Invest in targeted service improvements that produce better customer experiences, and define new leadership roles focused on retention.

And third, tackle the most toxic interactions, then work to put out your "hot spots."

Learn more about how to capitalize on customer service with our full report:

[Service Is The New Sales](#)

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