



Media Release

Elevating CX: The Human Touch

Study Finds Human Representatives Crucial for Excellent Customer Service - A Growing Trend Since 2016.

Melbourne, April 4th, 2024 – Today's release of CPM Australia's "State of Customer Experience in Australia" report highlights that, for most Australians, excellent customer service means accessing knowledgeable human representatives and high-quality, consistent information – a consistent increasing trend since 2016.

CPM Australia, in partnership with Swinburne University's CXI Research Group, conducted its Annual Customer Experience Tracking Survey. This year's edition provides insights into the evolving landscape of customer service experience, explores Australians' shifting perceptions and preferences, and identifies factors crucial for achieving excellence in customer experience. An addition to this year's survey is the new Customer Service Excellence (CSX) score, revealing Australian consumer CSX ratings across fourteen industries.

"Consistency and human engagement have emerged as pivotal factors in shaping perceptions of outstanding customer service for Australian consumers. Particularly with complex enquiries, there's a clear preference towards human-assisted channels, underscoring the importance of human touchpoints in fostering customer satisfaction," says Paul Crummy, Direct Sales Managing Director, CPM Australia.

Key findings in the report include:

- For eight-in-ten Australians, great customer service means accessing knowledgeable human representatives (vs. 57% in 2016).
- Food services rank highest for customer service experience, while government institutions score lowest.
- Over 70% of Australian consumers are failing to perceive any improvements in customer service – a perception that has not changed over the past three years.
- Over one-third of consumers have stopped purchasing from a company after a negative experience.

"From our research, we see that Australian consumers are placing much more importance on customer service than they had in preceding years. They have a better understanding of what constitutes an exceptional service experience today," said Mr Crummy.

In today's competitive market, prioritising superior customer service is paramount for retaining customers. Achieving this requires brands to emphasise quality information and human expertise. By creating human-centric service experiences and empowering employees, companies can excel in delivering an exceptional customer service experience.

The 2024 State of Customer Experience in Australia report is available [here](#).

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About CPM Australia

CPM Australia, as part of CPM international, operates under a group structure, with brands including CPM and Retail Safari delivering a unique end to end offer. CPM provides direct sales services, contact centre, and training solutions covering both B2B and B2C. Retail Safari provides a complementary suite of retail marketing services that connect the consumer with a brand in environments where the ability to influence is at its strongest.

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