

# Consumer Survey Results: Attitudes Toward Streamlined Customer Service

**Sponsored by: Face It Corp.**

*In this era of social media, customers are becoming much less patient with traditional customer care channels. That's why it's so interesting to evaluate survey results that provide insight into customer preference and intention to use new tools that give them greater power to control their e-commerce activities.*

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**Dan Miller  
Sr. Analyst**

Opus Research, Inc.  
300 Brannan St., Suite 305  
San Francisco, CA 94107

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For sales inquiries please e-mail [info@opusresearch.net](mailto:info@opusresearch.net) or call +1(415)904-7666

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## Key Findings:

Face It Corp. is a new company that could fulfill on some significant aspects of “vendor relationship management” (VRM). In preparation, the company conducted a survey to ascertain both the level of satisfaction with current phone-based customer care and the potential receptivity to a product or service that would speed the process of reaching the right resources:

- **Nearly half of the general buying public is basically satisfied with phone-based customer care** – Meaning that the other half is dissatisfied with the service they are getting.
- **Half the public showed interest in downloading the application described in the survey** – Indicating that customers would appreciate a system that makes it faster and easier to carry out business over the phone or website.
- **Respondents were largely indifferent to price, but were concerned about brand** – In much the same pattern as iPhone applications, \$0.99 would be the most popular, with demand diminishing as a function of price.
- **The service will be used as much as traditional toll-free numbers** – Enhancing each customer’s ability to interact with businesses more on their own terms.
- **Finally, users are more likely than ever to log their reviews and feedback** – With fully one-third “likely” or “very likely” to post their opinions or feedback about vendors.

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