

# POST-SALE CUSTOMER CARE: 5 FACTS YOU NEED TO KNOW FOR 2017

So you've localized your website—what's next?

Without a strong focus on customer experience, organizations can no longer expect to cultivate a global customer base. But just how important has CX become in post-sale customer care?

**Let's look at the facts.**

## The Case for Multilingual Customer Care

#1

### By 2020, CX will be the key brand differentiator

Customer experience will soon overtake price and product as the most important value proposition. Even today, it has the power to make or break a business.

In fact...

#2

### 86% of buyers will pay more for a better customer experience.

This is all the proof needed to see how highly customers value great experiences. If they don't receive one, 89% will switch to a competitor.

#3

### 74% of consumers are more likely to repurchase if offered post-sale care.

And crucially, in their language. International customers need to feel valued, so failing to provide local language support will multiply drop-off and anti-referrals, resulting in increased costs.

#4

### Only 19% of organizations can support non-primary language customers.

Even those that support more than one language commonly limit their customers to one touchpoint—phone—rather than quicker digital channels such as live chat.

The other 81% of organizations say the #1 way of “helping” these customers is to simply apologize.

#5

### 21% of businesses use technology for multilingual communications...

...and another 20% are considering adopting it for 2017. Those who already use technology saw a **6.4% improvement** in customer service costs.



To learn about the customer experience in more detail and find out what companies should be doing to capitalize on shifts in customer care, [download the full ebook](#).

