

CUSTOMER COMMUNICATIONS GO IGNORED BECAUSE BUSINESSES CAN'T PROCESS PAPER

Businesses risk losing customers through poor customer service

77%

can't stand having to explain the same problem to different people

43%

can't stand having to chase up written requests by phone

Both these issues can reflect a failure to integrate paper records effectively into customer management systems, according to an Iron Mountain study¹.

Businesses are failing to effectively integrate paper records into their customer management systems

59%

say most customer information still comes in on paper

65%

don't have a process in place to deal with incoming paper queries

65%

can't store incoming enquiries from multiple channels in a single customer profile

Upon receiving a customer service request on paper:

55%

wait for customers to follow up by phone

41%

just file it away

62%

have to manually enter data into CRM systems

38%

discourage people from using paper to communicate with them



1 in 4 customers

leave after poor customer service²

2 in 3 customers

will spend more for good customer service³



37% of businesses

have to deal with **angry customers** whose correspondence they have lost

“People still like to communicate on paper. So businesses that fail to integrate paper into their customer relationship management systems are going to lose out,” says Charlotte Marshall, Managing Director for Iron Mountain UK, Ireland and Norway. “Customers expect the company they’re doing business with to have instant access to a single, comprehensive view of their history with the firm.”

“We recommend that companies embrace a paper-light approach, where inbound customer documents are automatically scanned and the relevant data extracted, validated and entered into the customer service process. Older or less essential documents can be indexed and archived for easy retrieval if required. A paper-light approach ensures that customers get the quality service they expect, no matter how they choose to get in touch.”

¹ Opinion Matters for Iron Mountain, February 2014. Opinion Matters surveyed 1257 Office workers who work in either, manufacturing and engineering, legal, financial, pharmaceutical or insurance from the UK, France, Germany, Netherlands and Spain. The research was carried out between: 10/01/2014 and 22/01/2014

² www.ctmaworld.com/EconomicTruths.htm

³ 2012 Global Customer Service Barometer. A research report conducted by Echo Research for American Express