

# Delivering an Optimal Customer Experience

bswift®

At bswift, our goal in every service interaction is to provide employees with the confidence they need to not just understand their benefits, but also use them to achieve their personal health ambitions. Creating a positive experience for employees and delivering personalized, relevant information is at the core of our efforts.

**SO, WHAT EXACTLY GOES IN TO CRAFTING THE OPTIMAL CUSTOMER EXPERIENCE? HEAR FIRSTHAND FROM OUR SERVICE TEAM.**

"In each customer service interaction, I strive to **autograph** the service I render **with excellence.**"

– Esther Brundidge, Health Concierge, Chicago

*Excellence*

**73%** of consumers say a good experience is key in influencing their brand loyalties.<sup>1</sup>

**80%** of customers are more likely to do business with a company if it offers personalized experiences.<sup>2</sup>

"When employees interact with me, I want them to feel like they're **speaking to a friend.**"

– Samantha Blackman, Health Concierge, Chicago

"Helping people is something I enjoy doing... it allows me to be the **best version of myself.**"

– Shi Coble, Health Concierge, High Point

"Service is like **walking hand-in-hand** with someone and ensuring they reach their destination safely, without incident."

– Candace Clark, Customer Service Representative, High Point



"**Knowledge, patience, flexibility.** Combining these qualities results in an optimal customer experience."

– Yvonne Butler, Team Lead, Chicago

**77%** of consumers view brands more favorably if they seek out and apply customer feedback.<sup>3</sup>

**68%** of customers say the service representative is key to a positive service experience.<sup>4</sup>

"**Empathy, warmth and generosity** are three of the most important qualities for a customer service professional to have."

– Silvano Huerta Lopez, Customer Service Representative, Chicago

<sup>1</sup> <https://www.pwc.com/future-of-cx>

<sup>2</sup> <https://us.epsilon.com/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>

<sup>3</sup> <http://info.microsoft.com/rs/157-GQE-382/images/EN-CNTNT-Report-DynService-2017-global-state-customer-service-en-au.pdf>

<sup>4</sup> <https://about.americanexpress.com/press-release/wellactually-americans-say-customer-service-better-ever>