

# Take Your Business to the Delivering on Customer Experience of a Bygone Era

You may find yourself hard-pressed to find a traditional business concept more strained in meaning in recent decades than that of 'Customer Service'. There was a time when household phrases like "The customer is always right." and "service with a smile" were staples in every company's mission. Most of our parents and grandparents can easily recall an era when their patronage was not only appreciated but cherished in a way that made them lifelong clients. Some businesses have instead positioned their customer service representatives as though they are on the front lines of a battlefield guarding their bank accounts from doing what is best for their patrons. Fortunately, the birth of the valued 'customer experience' (CX) is growing, which may put the consumer roller coaster we've all been riding out of commission.

Companies are learning as we approach 2021 that branding won't save them from bad customer service. According to a [PWC study](#), 32% of consumers say that one negative experience is enough for them to walk away from one of their most beloved brands permanently. Imagine all the work that goes into building a reputable company and earning a patron's business over several years, and all it takes is a single poor encounter to forever ruin it for a third of the population. This may seem harsh but there is even more research to suggest that a good customer experience is rewarded many times over. Research shows that 73% of consumers value positive CX while only 49% believe companies are providing it today. And, 88% of those surveyed say they would pay more for better service. Clearly, there are strong incentives for improvement.

Ensuring a positive customer experience to retain long-term patronage does not just apply to retail or service industries. In fact, business to business (B-to-B) consumers are growing their expectations for friendly, consistent and reliable service. The [Walker Customers 2020 Progress Report](#) shows that the big three factors customers value most today is personalization, ease, and speed. For example, the Walker Report shows that the consumer expectation of

ease went from 11% in 2013 to 90% in 2020. This suggests that people are being far more conscientious of how they spend their money and companies need to better prioritize the needs of their clients.

## **The LightPoint Approach**

As a [Managed Service](#) Provider, these principles of service have been a part of our mission at LightPoint since the start of the nearly two decades we've been in business. Our CEO & Co-Founder, David Boxberger, set an early standard of IT management with a focus on providing the best customer experience possible. From the beginning, we set an aspiration whereby we want our clients to feel like interacting with us is the best part of their workday. Our ultimate goal is for our service to seem to each end user as though they are the only customers we work for. Every client who signs on with LightPoint knows the kind of CX they can expect because we put it in writing in our agreements with them. That way, there are never any unhappy surprises and we are held to the high standards we set in motion from the very first conversation. Consistency in service is maintained because we only hire employees who exemplify our values. We will always hire a technician or engineer who has more to learn but cares about people over a thoughtless expert.

Going above and beyond with the goal to always do what is in our customers' best interest, even when it comes at an expense to our own bottom line, is also cemented in our DNA. In one example, gathering a team last minute to travel to a client's remote location, including camping out in tents to get the job done, is not hyperbole, it's something we've done multiple times. We do what's right for the client EVERY TIME. And the results speak for themselves. This level of service has allowed us to measure successful client relationships in decades, not years; with children taking over leadership positions for the parents who originally hired us.

While we have made our share of mistakes in the last two decades, and we certainly are not perfect, we strive really hard to provide the best care we can for our clients. We have found that setting that intention and following through is really what matters the most when delivering on a superior experience.

*For 20 years [LightPoint](#) has delivered people-powered technology solutions to thousands of users in the Pacific Northwest to help companies scale and grow. Our flexible and proactive managed information technology (IT) services result in a more cost-effective and scalable technology infrastructure for the businesses*

*we serve. Headquartered in Tigard, Oregon, LightPoint has developed domain expertise serving healthcare, legal, financial services and manufacturing companies, delivering expert IT guidance that results in increased employee productivity and minimized downtime. With a customer satisfaction rating of 99.8%, a highly trained live person dedicated to efficient problem-solving answers all client calls*

If your business could use an MSP that exemplifies service as a priority, [Let's Talk.](#)