Customer Value Lifecycle:
Customer service is key when comparing technology vendors.

![Diagram showing customer service lifecycle]

Let the numbers speak for themselves

Customers want more than just a software vendor.

78% say that a technology provider’s complete suite of services is very important or important to their tech buying decision.

Customer service is key when comparing technology vendors.

Prioritize vendors with strong training programs.

86% say that training programs are either important or very important to their tech buying decisions.

Vendors need to ensure their users will be supported over the long term.

98% use a tech provider’s customer support as either important or very important.

A vendor’s reputation factors in the buying decision.

93% agree or strongly agree that a tech provider’s reputation is an important factor in their tech buying decisions.

Clients would rather change technology than accept a negative service experience.

76% have abandoned a technology investment and looked for another provider due to poor customer experience.

Conclusion

Corporate legal and claims departments want technology providers to demonstrate a commitment to ongoing, long-term partnerships. They seek technology vendors that support success, as defined by the customer, at every stage of a technology implementation, to software enhancement programs that ensure clients make the most of our technology and our operations partner’s experience.

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