



Call Center Research Report

## Coupons and Gift Cards for Customer Appeasement

Consumers share how customer contact centers can turn an unhappy customer into a loyal customer

# About CodeBroker

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CodeBroker's solutions are used by the world's most recognizable brands and retailers to engage consumers, drive purchases, and build loyalty.

## **DIGITAL COUPON AND GIFT CARD APPLICATION FOR CALL CENTERS >**

Easy-to-use digital coupon and gift card application that enables any customer service representative to deliver a pre-approved single-use coupon or gift card in the moment – to provide immediate value to an unhappy customer to deescalate conflict. With CS Resolve, call center agents can deliver the coupon/gift card via the same communication channel with which they are communicating with the customer (text message, online chat, or social channels).

## **OFFER & COUPON MARKETING PLATFORM >**

Suite of applications that empower marketers to create, deliver, orchestrate, and measure personalized omnichannel offers and campaigns across the entire customer life-cycle.

## **SINGLE-USE COUPONS & OFFERS >**

Secure distribution and redemption of secure, single-use coupons and offers across multiple channels.

## **MYOFFERS DIGITAL WALLET >**

Branded digital wallet that gives customers mobile and desktop access to your latest offers.

## **TEXT MESSAGE MARKETING SOFTWARE >**

Enterprise-class text marketing software combines advanced text message marketing features with ease of use.

**We invite you to learn more at [www.codebroker.com](http://www.codebroker.com)**

## Research Overview

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Contact centers have been facing one of their greatest challenges in recent memory, spurred by the ongoing pandemic. With the drastic increase in call volume, comes higher levels of orders, but also significant challenges with orders. Organizations realize that it's easier to retain a customer than to acquire a new one and forward-thinking organizations are taking customer appeasement to a higher level to quickly deescalate difficult customer situations.

In our new research, we gain insights from 1,225 consumers on how customer service departments can turn a disappointed customer into a satisfied customer through the use of customer appeasement coupons and gift cards.

Please [click here](#) to access other CodeBroker research reports.

## About the Research Participants

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1,200 U.S. consumers participated in the research.

### Age Range:

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18 to 29	_____	17%
30 to 44	_____	28%
45 to 60	_____	41%
60+	_____	14%

### Gender:

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Male	_____	47%
Female	_____	53%

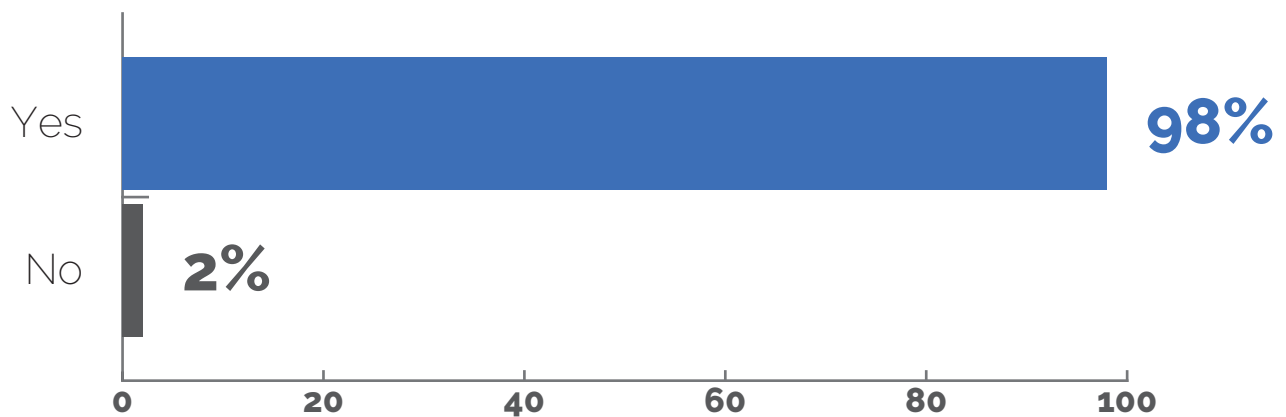
### Household Income:

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\$0-\$9,999	_____	7%
\$10,000-\$24,999	_____	13%
\$25,000-\$49,999	_____	17%
\$50,000-\$74,999	_____	16%
\$75,000-\$99,999	_____	16%
\$100,000-\$124,999	_____	10%
\$125,000-\$149,999	_____	4%
\$150,000-\$174,999	_____	4%
\$175,000-\$199,999	_____	2%
\$200,000+	_____	3%

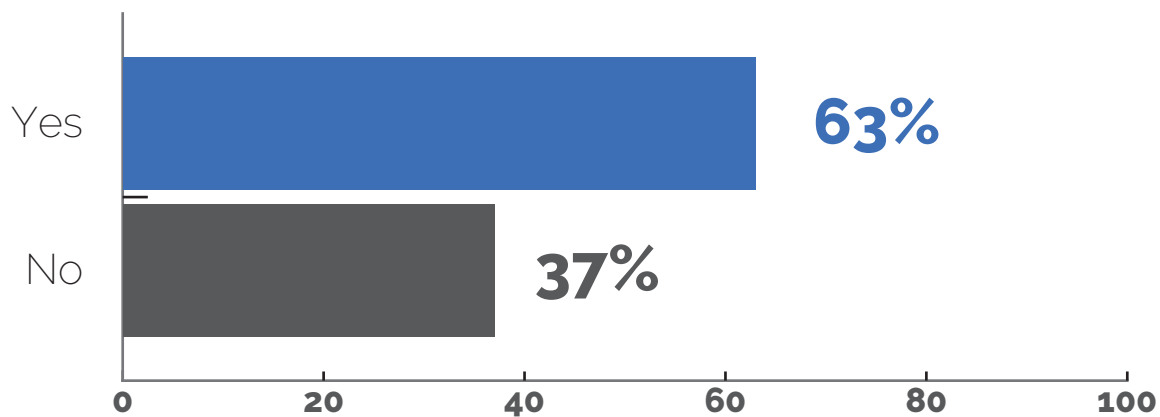
# The Results

**When a company makes an error with your order or your experience, if they fix the error and also give you a discount coupon or gift card, would that satisfy you and help to keep your business?**



It should come as no surprise that nearly all participants responded “Yes” to this question. In this scenario, the error is resolved and the company provides the customer with a future discount, making it easy for the customer to forgive the error. This question is designed to lay the ground-work for the next question, which depicts the same scenario, but without the coupon or gift card. As you’ll see, the lack of a coupon changes the responses quite significantly.

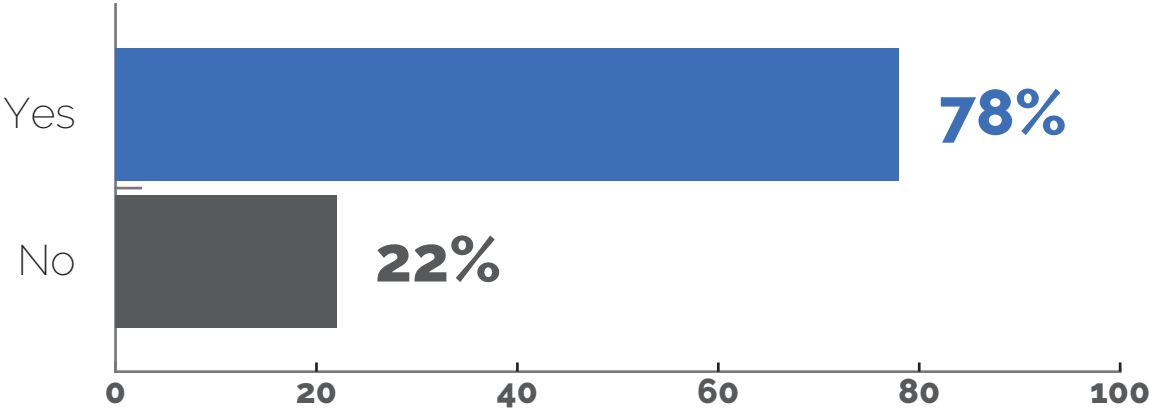
**If a company makes an error with your order or service, if they fix the error but do not give you a discount coupon/gift card, would that satisfy you and help to keep your business?**



As we can see from these numbers, the lack of a coupon or gift card reduces the “Yes” answer from 98% to 63% -- more than one-third. This clearly demonstrates the value that customers place on coupons/gift cards to “make good” on an error in the minds of many customers.

Customer appeasement coupons and gift cards have been used by businesses for quite some time, but there hasn't been an easy way for call center agents to issue them when handling customer service complaints. There are now *new technologies that call centers can leverage* to issue pre-approved coupons and gift cards in the moment, while speaking to or chatting online with a customer – these solutions can clearly have an impact on customer satisfaction and retention.

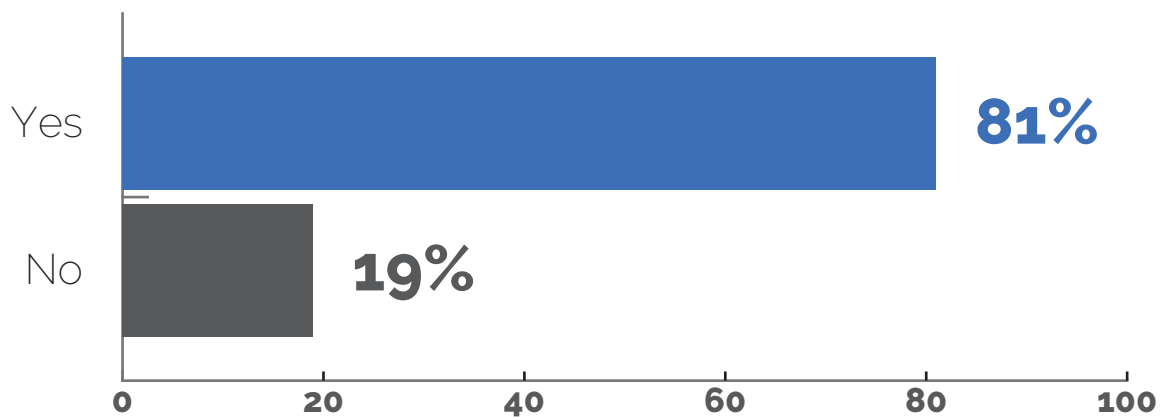
# Have you ever stopped doing business with a company because they made an error with your order or your service?



Consumers have so many choices that even one error with an order can mean losing business. According to our survey, more than three-quarters of respondents have stopped doing business with companies that made an error. The more loyal a customer is, the more forgiving that customer may be but, as we will see from the next question, one tried-and-true way to drive loyalty is through customer appeasement.

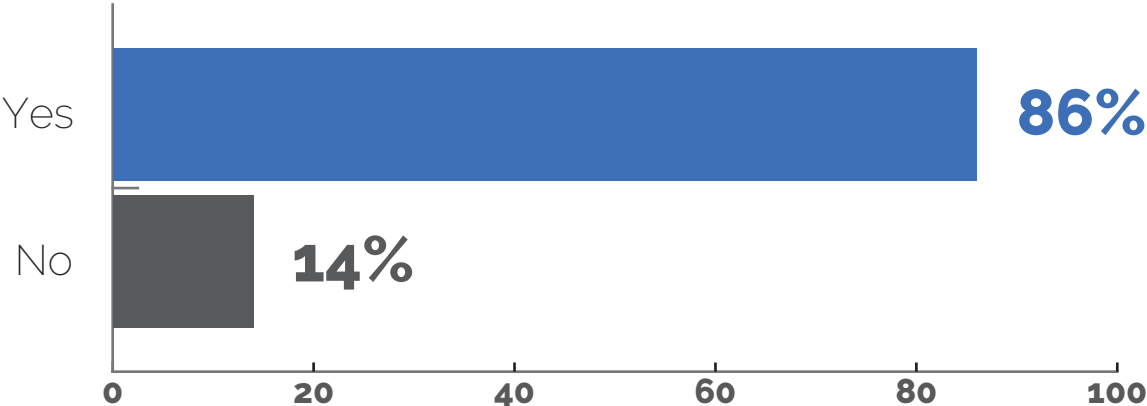


**If you did stop buying from a company because they made an error, if they gave you a high-value coupon/gift card would you have considered to continue doing future business with them?**



An error with an order was enough to get 78% of consumers to stop doing business with a company. Now, when we change the question and ask consumers if a coupon or gift card would have kept their business, only 19% say "No," with a considerable 81% saying that the appeasement coupon/gift card would help to keep their business.

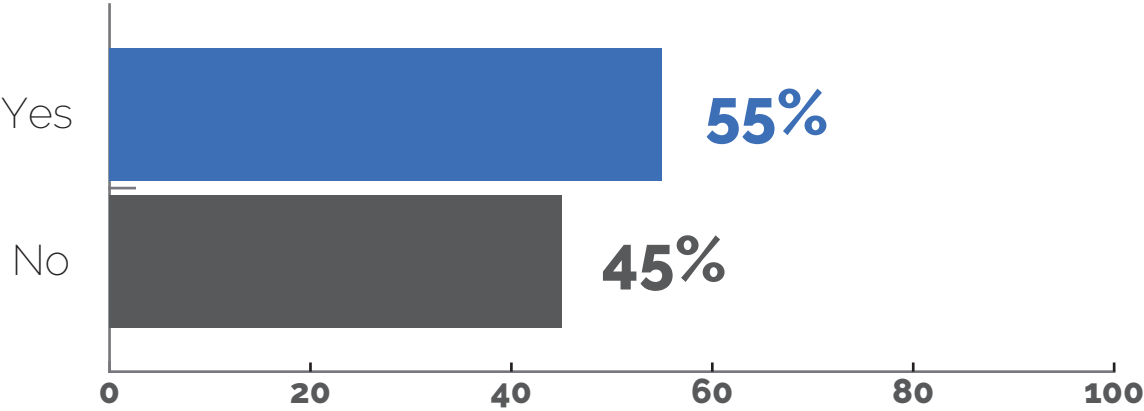
**If a company gives you a coupon/gift card to resolve a problem, is it more desirable to receive that coupon/gift card immediately via email, text message or online chat (while you are speaking with the customer service rep) rather than at a later date?**



The time to appease dissatisfied customers is in the moment. This not only helps to de-escalate difficult situations, but it also shows the customer that you value their business. This is validated by the fact that 86% of consumers said that they would prefer to receive an appeasement coupon/gift card while speaking with the call center agent, rather than having to wait. Today's digital coupon appeasement technology makes this possible for call centers, helping to eliminate the work required to issue coupons, and the delay for customers.

It is not only immediacy that's important to customers, but also the way the coupon/gift card is delivered, as we can see in our next question.

**If you are speaking to customer service through online chat, social media, text or mobile app, would you prefer to receive the coupon/gift card through that same communication channel rather than through email?**



Every customer has his or her preferred way to communicate with companies, and the same goes for how they wish to receive a coupon or gift card from your call center. According to the survey, more than half of the respondents would prefer to receive the coupon/gift card via the same communication channel with which they communicate with customer service, whether it is text message, online chat, or social channels. Today's technologies enable agents to deliver coupons and gift cards over a range of channels to meet individual customer preferences.

## Report Summary

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Companies seeking to proactively improve customer satisfaction and retention must invest in a manageable, cost-effective customer appeasement program. Based on the research, an effective program includes the following elements.

- Enables CSRs to deliver a single-use digital coupon or gift card to the customer.
- Resolves issues immediately by enabling CSRs to deliver appeasements in the moment.
- Provides ability for CSRs to send the coupon or gift card via the customer's preferred digital channel: chat, text, email, social media.
- Is easy for CSRs to use, while providing management controls and insights.

**To learn about a customer appeasement solution that meets these requirements, and more, read on.**

# CS Resolve™ Digital Coupons and Gift Cards for Customer Appeasement

CS Resolve is an easy-to-use digital coupon and gift card application that enables any customer service representative to deliver a pre-approved single-use coupon or gift card in the moment – to provide immediate value to an unhappy customer and deescalate conflict

With CS Resolve, conflict resolution is a win-win. Not only is the customer happy, but it virtually guarantees that the customer will continue to do business with you.

## Easy to Deploy and Use

Customer appeasement coupons and gift cards have been used by businesses for quite some time, but there hasn't been an easy way for call center agents to issue them.

CS Resolve is easy to deploy and simple to use, taking customer appeasement to a new level of simplicity and effectiveness.

## CSR Resolve Benefits

- **Easy** - Quick and easy set up with click-select-send simplicity for CSRs.
- **Flexible** - Deliver a wide range of custom coupons and gift cards over any digital channel.
- **Immediate** - Deliver coupon/gift card instantly to appease customers.
- **Accountable** - High degree of accountability with pre-defined rules to ensure adherence to your issuance guidelines.
- **Effective** - Appease angry customers in the moment while driving future business.

## CS Resolve Key Features

- Instantly deliver a single-use digital coupon or digital gift card to the customer.
- Send coupon or gift card via the customer's preferred digital channel: chat, text, email, social media.
- Prevent coupons and gift cards from being used more than once with single-use security.
- Populate a library of pre-approved coupons and gift cards.
- Pre-defined rules provide strict management controls and accountability of coupon/gift card issuance.
- Track coupon and gift card delivery and redemptions to facilitate analysis.
- Easily embed within your existing contact center software.

## Easy to Use

An easy-to-use interface makes it simple for any CSR to deliver appeasement coupons and gift cards.

### 1. Select offer

CSR#: 12345-6789

Choose your offer: ▾

- \$5 Off \$35+
- \$10 Off \$50+
- \$20 off \$100+

### 2. Choose delivery method

Choose your Delivery Method:

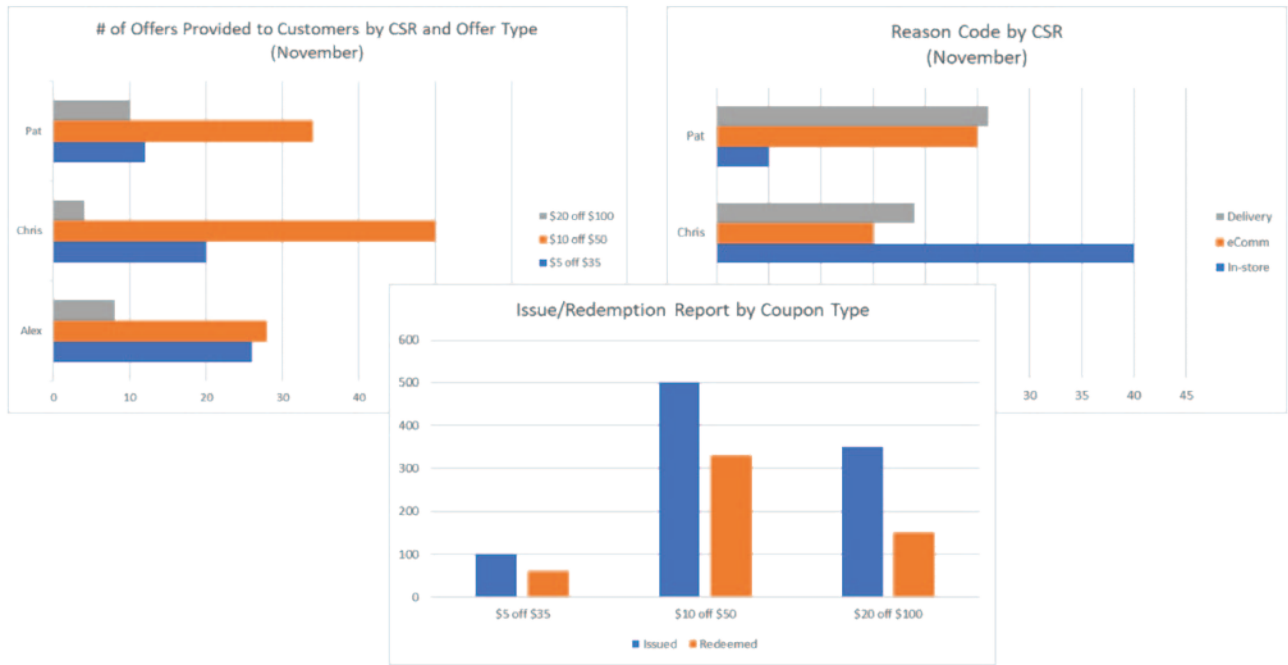
- Text to Customer  
Enter the Customer's Phone #  
(212) 555-1212
- Provide Keyword to Customer
- Provide Coupon Link to Customer

### 3. Coupon delivered to customer's phone



# Management Reports

CS Resolve provides comprehensive tracking and attribution reports to give managers insights into issuance and redemptions.



## Learn More about CS Resolve

Now your CSRs can turn customer service complaints into customer delight with CS Resolve from CodeBroker.

We invite you to learn more. Click [here](#), or email us at [info@codebroker.com](mailto:info@codebroker.com)

**Contact CodeBroker today to learn more.**

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