

# TIME TO WIN: THE CONSUMER PATIENCE STUDY

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*A national research study measuring the impact of rapidity and responsiveness on consumer attitudes, purchases, and loyalty*



RESEARCHED AND WRITTEN BY CUSTOMER EXPERIENCE EXPERT JAY BAER,  
IN COOPERATION WITH STATSOCIAL

[THETIMETOWIN.COM](http://THETIMETOWIN.COM)



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# A Word From the Author

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Customer experience is the key business differentiator of the 2020s (and beyond).

It is exceptionally difficult to build and sustain a competitive advantage rooted entirely in price, selection, or even quality. But it is entirely possible for a business to be the best in its category at how it makes customers feel.

But if you accept that customer experience is the best way to gain and keep customers, how does that actually work day-to-day? What processes must a business stop, start, or change to markedly enhance customer experience enough that it becomes a deciding factor?

There are nearly infinite ways a business COULD alter their behaviors to enchant customers and prospects, but it turns out there is just ONE that matters most: **SPEED**.

It doesn't matter if a business is the "best" among competitors, as long as it's always the fastest.

This new national research study confirms it: speed and responsiveness should be job one in any customer experience enhancement initiative.

I started investigating speed as a competitive differentiator in my first book, *The NOW Revolution*. I came back to the importance of response time in my book on customer service success: *Hug Your Haters*. And I investigated the role of unexpected speed as a word of mouth generator in my book *Talk Triggers*.

But this national study of more than 1,900 consumers is my deepest dive yet into the critical correlation between speed and customer satisfaction, loyalty, purchase propensity, and more.

In these pages, you'll discover a plethora of fascinating (and sometimes frightening) findings about just how important speed is to today's customers.

And, you'll notice sharp contrasts between generations in what they expect from businesses.

Providing this study, at no cost, is part of my continuing desire to help companies and organizations focus on the highest impact and most meaningful components of customer experience.

Do you have a customer experience challenge you need to solve? Reach out via email at [jay@jaybaer.com](mailto:jay@jaybaer.com). You can be sure I'll get back to you VERY FAST!

I'd be honored to present the highlights of this material at your meeting or event. Or, we can collaborate on a custom version of this study fielded solely for your own customers or prospects.



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**64% of People Say Speed  
is as Important as Price.**

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A handwritten signature in black ink that reads "Jay Baer".

Jay Baer, national study researcher, and customer experience expert

# The State of Speed

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## CUSTOMERS ARE STILL IGNORED OFTEN

The best way to turn a customer into a former customer is to ignore them when they reach out to the business. I did extensive research on this point in my book *Hug Your Haters*, and this new national study reemphasizes it.

Yet, it's still commonplace for customers to attempt to communicate with a business and hear.....NOTHING.

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## 75% of Customers Have Contacted or Mentioned a Business or Brand and Never Received a Response

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Ignoring customers is perilous. But it's not all bad news for business when it comes to the state of speed.

## CUSTOMERS CAN STILL BE SURPRISED BY SPEED

Customers are slightly more likely to be pleasantly surprised by business response time than they are to be ignored altogether.

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## 77% of Customers Have Contacted or Mentioned a Business or Brand and Received a Response Faster Than They Expected

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It's easier to exceed customer expectations in certain scenarios, or via particular contact mechanisms. See pages 21 and 17 respectively, for details on how much expectations change by customer journey stage and by communication channel.





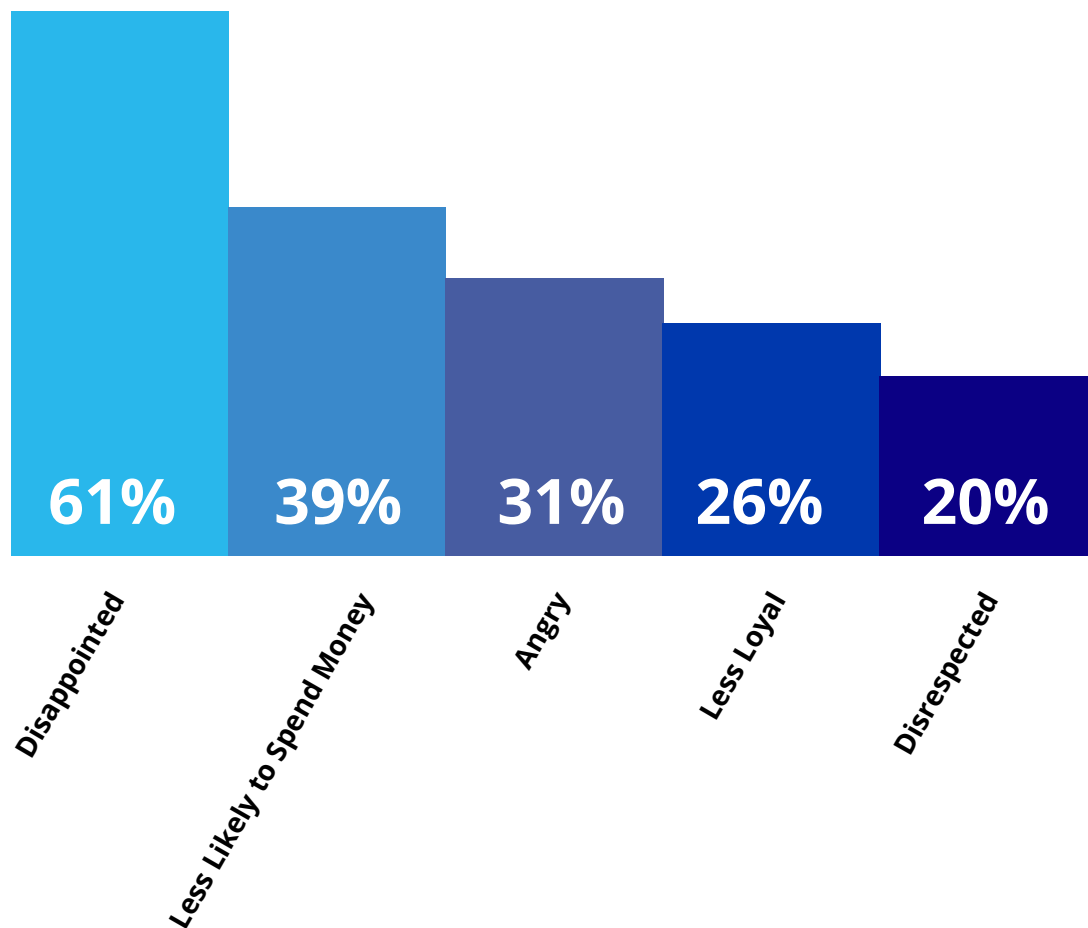
# CUSTOMERS' TOP COMPLAINT ABOUT SPEED

There are many elements of responsiveness (and lack thereof) that are irksome to customers. This study asked participants to indicate how much and how often they are bothered by lack of speed, in a variety of differing circumstances.

Among all of them, the time-wasting situation that is most egregiously annoying to customers is being forced to contact a business a second time to resolve a problem.

## Feelings Towards a Brand When You Have to Contact a Second Time to Resolve a Problem

n=1921



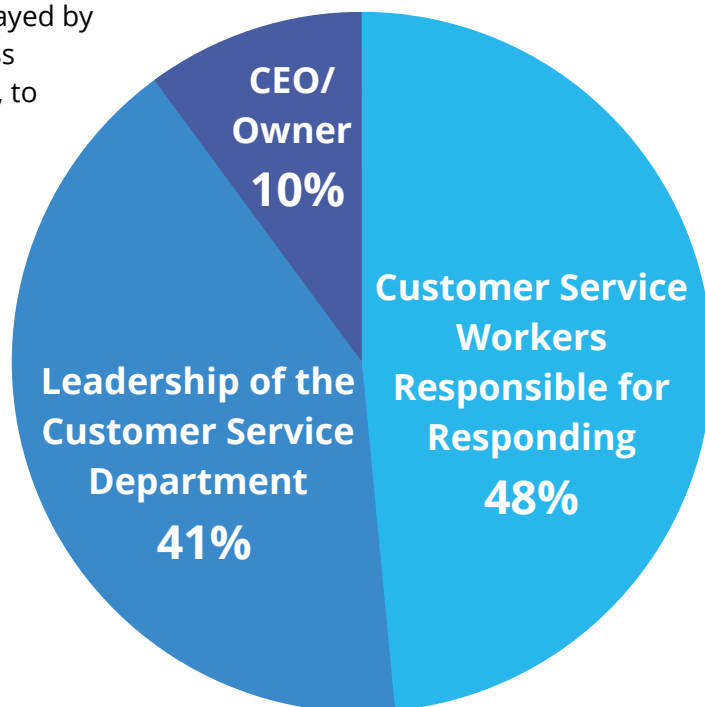
Having to reach out twice produces a host of negative outcomes and consequences that can truly hurt the business. Four in 10 customers who have to contact a business twice are less likely to spend money. That's a potentially significant financial penalty. For more insights on how speed correlates with revenue see the section beginning on page 9.

# WHO CUSTOMERS BLAME FOR LACK OF RESPONSIVENESS

This study clearly shows that customers are often dismayed by businesses responding and just executing in general less rapidly than these consumers expect. When this occurs, to whom do customers assign the blame?

## When a Brand or Business Takes Longer to Respond to You Than You Expect They Should Take, Who Do You Think is Most At Fault?

n=1565 (includes the 79% who have experienced this)



## BOTTOM LINE

While this study illustrates just HOW important speed is to business success, the general importance of being fast has been known by companies for quite some time.

Yet, this research clearly indicates that, in many ways, businesses have a long way to go to meet or exceed customer expectations, partially because those expectations continue to rise.

Certainly, being faster than customers anticipate is a worthy objective and potentially a massive category differentiator. But even if that isn't immediately in reach for a particular business, the one mistake to avoid at all costs is forcing customers to have to contact the company more than one time.

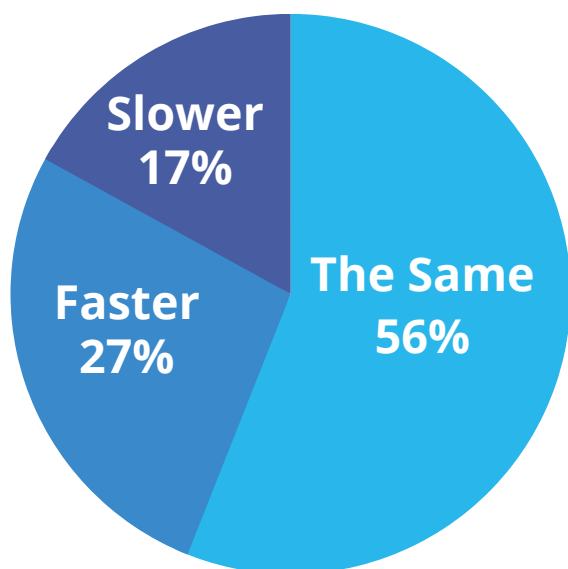


# Customers Expect Businesses to Be As Fast or Faster Than Before COVID

In many scenarios, business responsiveness has been imperiled by the pandemic and its aftermath. Due to worker shortages, supply chain disruptions, and even purposeful “shrinkflation” on the part of businesses trying to reduce their costs, customers are being forced to wait in ways that would largely have been unthinkable pre-pandemic.

Authors’ books are delayed due to paper shortages. Flyers are waiting in hours-long lines at airport security. And signs beseeching customers to have patience at short-staffed restaurants have become as commonplace as QR code menus.

The interesting question is not why customers have to wait, but whether they understand and will tolerate it. This study shows customers are not particularly sympathetic to businesses’ plight, and in fact expect businesses to be MORE responsive than before the pandemic, at least in terms of response time.



**"When You Contact or Mention a Business Using Email, Text Messages, Live Chat, Social Media, Messaging Applications, or Reviews, Do You Expect Them to Respond Faster, Slower, or About the Same, Compared to Before the Pandemic?"**

n=1981

Nearly 3 in 10 customers expect businesses to respond more quickly than before the pandemic.

Within the entire sweep of this comprehensive study, this question about post-pandemic response time expectations shows some of the biggest variations by generation, and by gender.

## Expect Businesses to Reply Faster Since the Pandemic

n=1981



It's interesting that the portion of each generation expecting business to be slower is almost identical. Regardless of age, around 2 in 10 customers expect that businesses will respond slower than they did pre-pandemic.

Men are also significantly less sympathetic than women when it comes to post-pandemic response time.

## Expect Businesses to Reply Faster Since the Pandemic

n=1981



While this study does not show extensive gender-based differences in speed expectations across-the-board, there is no doubt that men are less forgiving about post-pandemic increases in response time.

### BOTTOM LINE

The COVID pandemic has created unthinkable disruptions in the operations of many businesses, with others making proactive cuts to customer service and frontline workers to try to offset revenue declines.

Despite companies investing in a lot of online and offline signage and mea culpas, pleading for patience, customers largely are unsympathetic to these delays. 83% of customers expect businesses to respond as fast or faster than before the pandemic.

Businesses would be wise to spend fewer resources on trying to explain and apologize, and more resources on just responding more quickly.

# Speed Impacts Revenue

## SPEED OR PRICE: WHICH IS MORE IMPORTANT?

Being faster than competitors isn't just a nice attribute to possess. It can be the difference between business success and failure. How? Because consumers are voting for fast when they make purchases, or choose not to do so.

**64% of Customers Say Speed and Responsiveness is as Important as Price When They Decide Where to Make a Purchase**

This finding alone should cause businesses to enhance their focus on fast, as just 1 in 3 customers don't think speed and price are of equal importance.

## HOW OFTEN DO CUSTOMERS HIRE THE FIRST BUSINESS TO RESPOND?

Within the entire realm of business speed, and its impact on customer experience and revenue, this is one of the most common and familiar scenarios.

I recently was in search of a house painter. I called three companies, and left voicemails. One company responded in two hours. A second company responded in 24 hours. The last company responded in three days. Which do you think I hired? Which would you hire?





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## **52% of Customers Have Hired a Service Provider or Made a Purchase Because They Were the First to Respond - Even Though They Were Not the Least Expensive**

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More than half of all customers have willingly paid more when making a purchase, in order to work with the business that responded FIRST.

This is a colossal finding, and it indicates how much instant response to inbound inquiries can power business success.

## **HOW MUCH CUSTOMERS WOULD PAY TO NEVER WAIT**

Not only are customers willing to select the first to respond from among a group of competing companies, they are willing to pay more - A LOT MORE - to have a no-waiting relationship with a business.

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## **Customers Would Pay an Average of 19% More for Always Immediate Service (no waiting in line, on hold, et al)**

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Not only would customers willingly pay a premium of nearly 20% for immediacy, nearly 1 in 4 would pay an average of 50% more!

This certainly underscores the potential revenue impact of businesses taking a page from Disney theme parks and creating their own "Fast Pass" level, giving customers who will pay for speed the opportunity to do just that.

# HOW SPEED CHANGES CUSTOMERS' WILLINGNESS TO SPEND

Even without immediate response, and a no-waiting concierge experience, customers' willingness to spend is impacted significantly by business response time.



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**27% of Customers Are More Likely to Spend Money When a Brand Responds Faster Than Expected**

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This finding supports the data regarding hiring the first business to respond. However, the converse is also true: being slow can be expensive!

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**49% of Customers Are Less Likely to Spend Money When a Brand Takes Longer to Respond Than They Expect They Should**

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Understanding ever-escalating customer expectations for speed is critical, as the negative impact on spend propensity when business is slow to respond is nearly twice as large as the positive impact when business is faster to respond than anticipated.

## BOTTOM LINE

Speed isn't free. Enhancing rapidity may require additional personnel. It will likely necessitate process overhauls. It might need to be augmented with software purchases. And it certainly requires attention and oversight from managers and executives. It's resource-intensive.

Which is why it is so vitally important for businesses - especially those embarking on a Time to Win journey, to fully understand (and ideally, measure) the precise impact of additional speed on revenue.

This national study showcases the multiple ways in which being fast creates revenue, and being slow can diminish revenue. Businesses that can demonstrate these correlations in their own operations will have a much easier time securing the needed investments for enhanced speed initiatives.

# Speed Impacts Loyalty

Previously, we examined how responsiveness translates into revenue. But it also has a large role to play in whether customers become repeat customers.

Customers are willing to come back again and again to businesses that are consistently fast, and an overwhelming share of consumers believe speed is a key component of their brand loyalty.

## 85% of Customers Say Speed and Responsiveness is an Important Factor In Their Loyalty to a Brand

One of the ways to trigger this loyalty is with speed of response, as brands that respond more quickly than customers anticipate can reap a sizable loyalty boost.

## 30% of Customers Are More Loyal When a Brand Responds Faster Than Expected

This loyalty advantage is strongest among younger consumers, and fades slightly as the customer ages.

### More Loyal When a Brand Responds Faster Than Expected

n=1901



Conversely, brands that take longer to respond than customers believe they should face a meaningful loyalty decay.

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## 35% of Customers Are Less Loyal When a Brand Takes Longer to Respond Than They Expect

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Unlike the loyalty creation of being fast, the loyalty downside of being slow is not impacted in a statistically significant way by age range.

Further, we demonstrated in a prior section of this study that the revenue downside of being slow is approximately double the revenue upside of being fast. That is not the case with loyalty, as the positives and negatives are nearly the same for brands, with significant loyalty +/- swings of 30-35% in either direction.

## HOW OFTEN CUSTOMERS JUST “GIVE UP” WHEN BUSINESSES ARE SLOW

One of the most damaging specific scenarios where lack of responsiveness erodes loyalty is when customers have a question about a product or service they have already purchased.

This research shows that once customers buy, they believe they are entitled to speedier response than they are pre-purchase. Yet, few companies actually operate in this fashion, putting customers and prospects in the same queue.

Two-thirds of customers have been massively frustrated when asking a question about something for which they have already paid.

This is an absolute destroyer of loyalty.

These customers don't even want to keep what they just bought, much less make another purchase.

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## 67% of Customers Have Asked a Business a Question About Something They Purchased, But the Business Was So Slow to Reply, the Customer Just Wanted to Return the Item or Cancel the Service

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## BOTTOM LINE

We've demonstrated in this study that responsiveness has a revenue impact. But the impact is even larger than imagined, as speed also has a massive correlation with loyalty (and thus, lifetime value of each customer).

With nearly every customer indicating that speed is a significant loyalty driver, businesses would be wise to invest more resources in becoming faster. This is especially true for younger consumers, who are positively enchanted when business responds more quickly than anticipated.

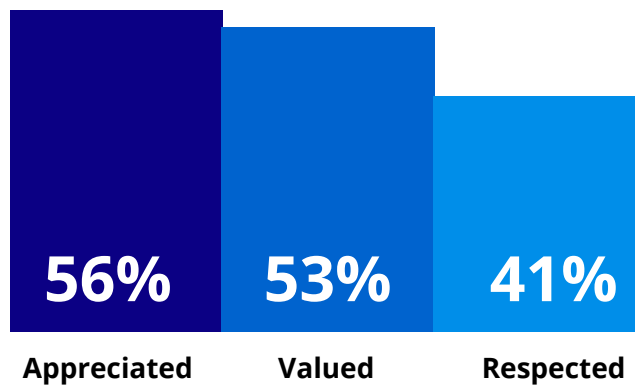
Further, as businesses put Time to Win principles into practice, a good place to begin may be being faster for current customers, as two-thirds have been so frustrated with response time that they've wanted to just move on from the purchase they've made.

# Speed Impacts Emotions

One of the main reasons speed and lack of speed correlate to revenue and loyalty is that being faster (or slower) than customers expect creates strong and meaningful feelings within those consumers.

## How Do You Feel Toward a Brand or Business When They Respond to You Faster Than You Expect ?

n=1901



Perhaps because they've spent most of their lives in an era where customer service is often mediocre, it's not surprising that these emotional effects of responsiveness are felt most deeply by younger consumers.

## Feel Respected When a Business Responds Faster Than They Expect

n=1901



When experiencing unexpected business rapidity, Gen Z feels respected at a rate that is approximately 70% higher than for Baby Boomers.



# HOW DOES LACK OF RESPONSIVENESS MAKE CUSTOMERS FEEL?

What comes up, must also come down. While being faster than customers anticipate produces strong, positive emotions among consumers; being slower than they expect breeds negative emotional consequences.

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**62% of customers feel disappointed, and 30% feel disrespected, when a business takes longer to respond than they expect.**

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It's interesting to discover that the emotional downside of lack of responsiveness does not have a generational divide. If businesses fail to respond as quickly as consumers believe they should, about 6 in 10 are disappointed, and 3 in 10 feel disrespected, regardless of age.

## BOTTOM LINE

The revenue and loyalty ramifications of business responsiveness are driven first by emotional swings experienced by customers when companies are faster (or slower) than they anticipate.

These findings very much underscore the need for business to understand precisely what customer expectations are for speed and responsiveness. Once companies know what customers think will happen (and crucially, when), they can do a better job of communicating whether or not they will be able to meet those expectations.

The old chestnut of “underpromise, then overdeliver” rings true here, as businesses would likely be better off tamping down initial customer expectations around speed, and then surprising consumers by responding/delivering/answering faster than promised.

Also relevant here is the finding shown earlier in this study that the pandemic and subsequent supply chain chaos are not likely to be effective excuses when businesses are slower than their customers think they could and should be in a given scenario.

# How Fast is Fast Enough?

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We've seen the revenue, loyalty, and emotional outcomes when businesses are faster or slower than customers anticipate, spotlighting how critical it is to know precisely what consumers expect from companies.

## HOW LONG CUSTOMERS WILL WAIT

The narrative that today's customers want it, and they want it NOW, is generally accurate. After all, they've been trained that just about everything is available overnight, with a mouse click or two.

In this national study, we examined how long customers will wait before abandoning a purchase.

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**47% of Customers Will Not Tolerate a Wait for Assistance of More Than 3 Minutes in a Store**

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Clearly, customers do not like to wait in a physical retail environment. But what are their expectations for response time when trying to contact a business?

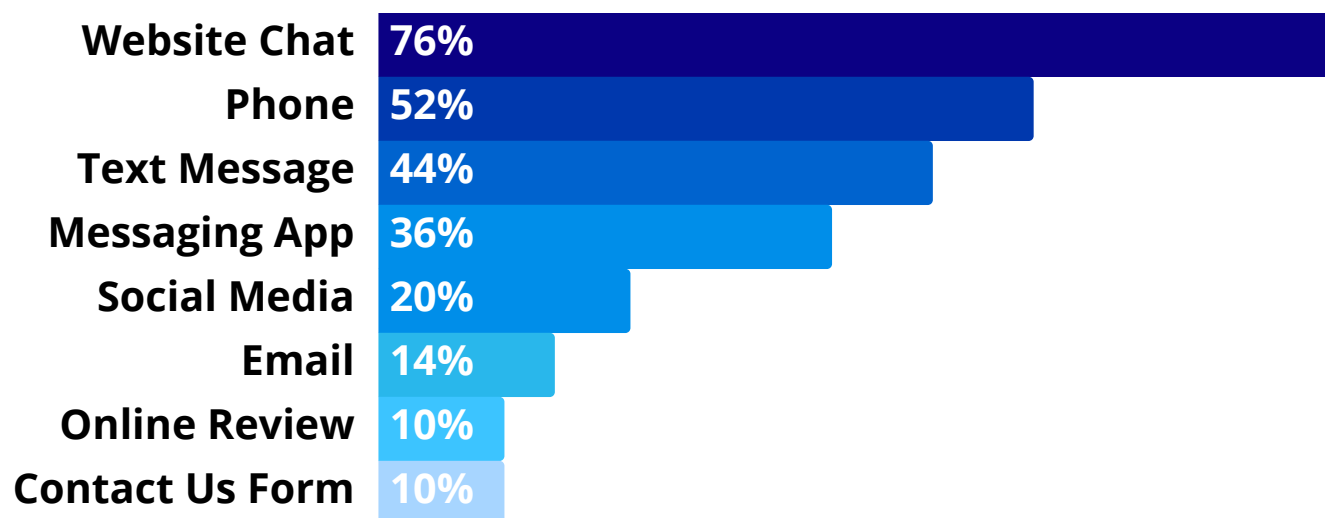


# WHAT RESPONSE TIME CUSTOMERS EXPECT FOR EVERY CONTACT CHANNEL

This national study asked consumers how much elapsed time they anticipate businesses will take when contacted using each of these communication channels. The results are surprising.

## When Contacting a Business, Do You Expect a Reply Within One Hour When Using These Channels?

n=varies by channel, only includes those who expect a reply in that channel



Several fascinating discoveries emerged in this data.

First, half of all consumers expect businesses to reply via telephone within one hour. That is a standard that is often not met by companies.

Second, customers expect businesses to be faster to respond on the telephone than they are via text message. We suspect this will change over time, however, as more consumers become familiar with using text messages to communicate with companies.

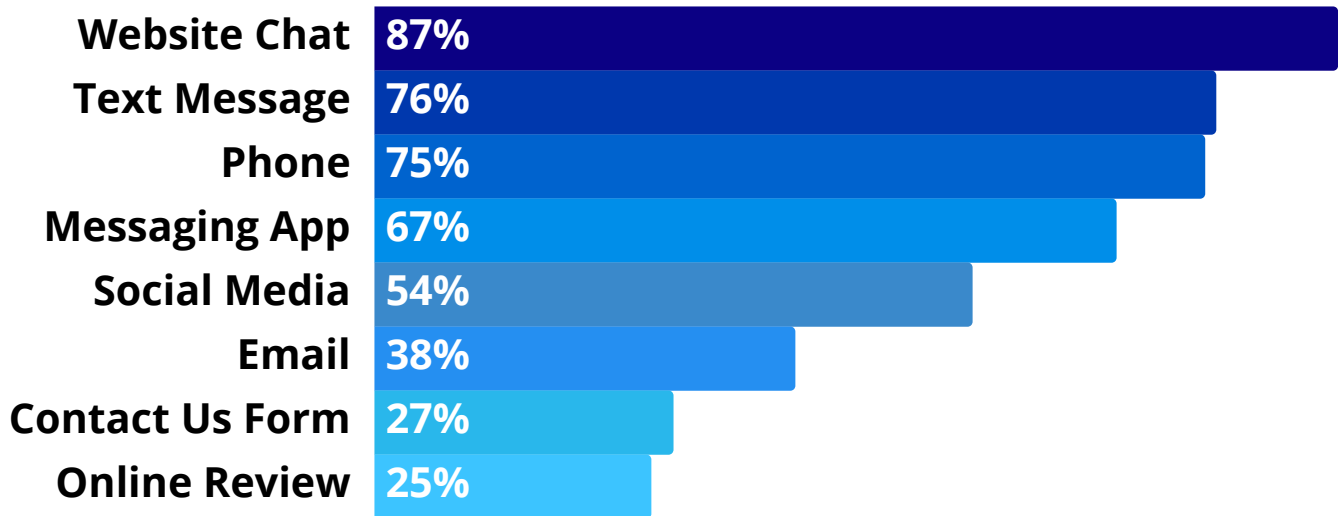
Also of interest is the relative patience shown by customers when using digital communication channels like social media and messaging apps.

In fact, research I conducted for my book *Hug Your Haters* found that about a third of consumers expected one hour or less response time in social media. In the subsequent six years, it appears that consumers have slightly reduced how fast they assume companies to respond in that channel.

While a one hour response time is the standard for some customers, in certain channels, examining desires for responses within four hours produces a different array of results.

## When Contacting a Business, Do You Expect a Reply Within Four Hours When Using These Channels?

n=1711-1967, only includes those who use each channel



A majority of customers anticipate businesses will respond within four hours via website chat, text message, telephone, messaging apps, and social media.

Note that while a minority of consumers anticipate a reply within four hours when using email, a very large majority expect to hear back within 24 hours, and a similar dynamic occurs when customers use website contact us forms.

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**82% of Customers Expect Businesses to Reply to an Email Within 24 Hours**

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**67% of Customers Expect Businesses to Reply to a Contact Us Form Within 24 Hours**

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This data shows that businesses cannot afford to be slow in any channel, as consumer expectations for rapidity are universally high, while, of course, varying somewhat by contact mechanism based on longstanding norms, and when/why those channels are selected for use by customers.

This question of which channel customers use and why is important, as many businesses have increased their attention on digital mechanisms like social media, adding personnel to process customer inquiries more quickly in that realm.

However, when customers need to contact a business, they don't necessarily prefer these digital approaches. Prior research indicates that customers use social media mostly as a last resort, when other avenues of contact have proven too slow, or fruitless.

This national study buttresses that thinking as we asked customers to indicate their preferred contact mechanism when trying to reach a business.

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## **74% of Customers Prefer to Use Telephone When Trying to Get in Touch With a Company**

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When looking at overall speed and the Time to Win, businesses would be wise to first exceed customer expectations on legacy channels like telephone and email.

## **WHY BUSINESSES SHOULD NOT TRY TO GET FASTER BY SWITCHING CHANNELS**

One of the ways businesses try to increase their speed and efficiency is with "channel shifting". This is when a customer contacts the business via phone, and receives a reply by email. Or, they contact the business on social media, and, are then asked to call instead.

There are many potential channel shift combinations, but deploying this tactic can cause customer frustration.

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**When a business relies on a different channel, 42% of customers are disappointed and 26% are less likely to spend money.**

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Usually, companies use channel shifting to save money. It may be possible to shunt customer queries to a different contact mechanism that is more automated, uses more artificial intelligence, or is staffed by less-costly personnel.

But if 1 in 4 customers are subsequently less likely to spend money once channel shifting occurs, the financial gains of the channel shift may be wiped away by the reduction in customer enthusiasm for the business.

## **BOTTOM LINE**

Time is the only inelastic resource. Unlike money, or education, or food, all of us have the exact same amount of time.

We choose how to deploy our 1,440 minutes each day, and customers want to devote a minimum of them to waiting.

When contacting a business, customers expect a response within four hours on most channels, and within one hour in some cases.

While a great deal of energy has been invested into getting faster in digital communication channels (and my own work has spurred some of these shifts), it remains true that customers still prefer to use the telephone. And, half of all customers expect a response within an hour on this “legacy” channel.

In many businesses, email and contact us form response times are very slow. The assumption is often that customers who have an important issue will not use these mechanisms, so they can be addressed at a more leisurely pace.

While this is true with regard to response within 1-4 hours, companies should endeavor to reply to all email and contact us communications within 24 hours, as a very large share of customers expect that level of responsiveness.

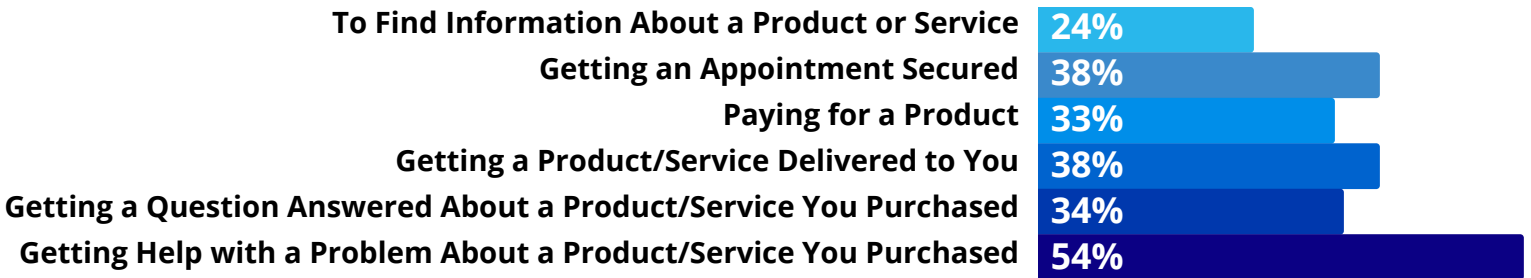
# The Need for Speed Throughout the Customer Journey

We've discovered that speed is as important as price to approximately 2 of 3 customers. But, of course, the need for speed varies somewhat based on the situation and scenario.

To help businesses understand where rapidity is most urgently desired by customers, this study investigated customer wants at multiple stages of their relationship with companies.

## Is Speed and Responsiveness VERY Important to You in This Scenario?

n=varies by scenario, only includes those who have experienced the scenario



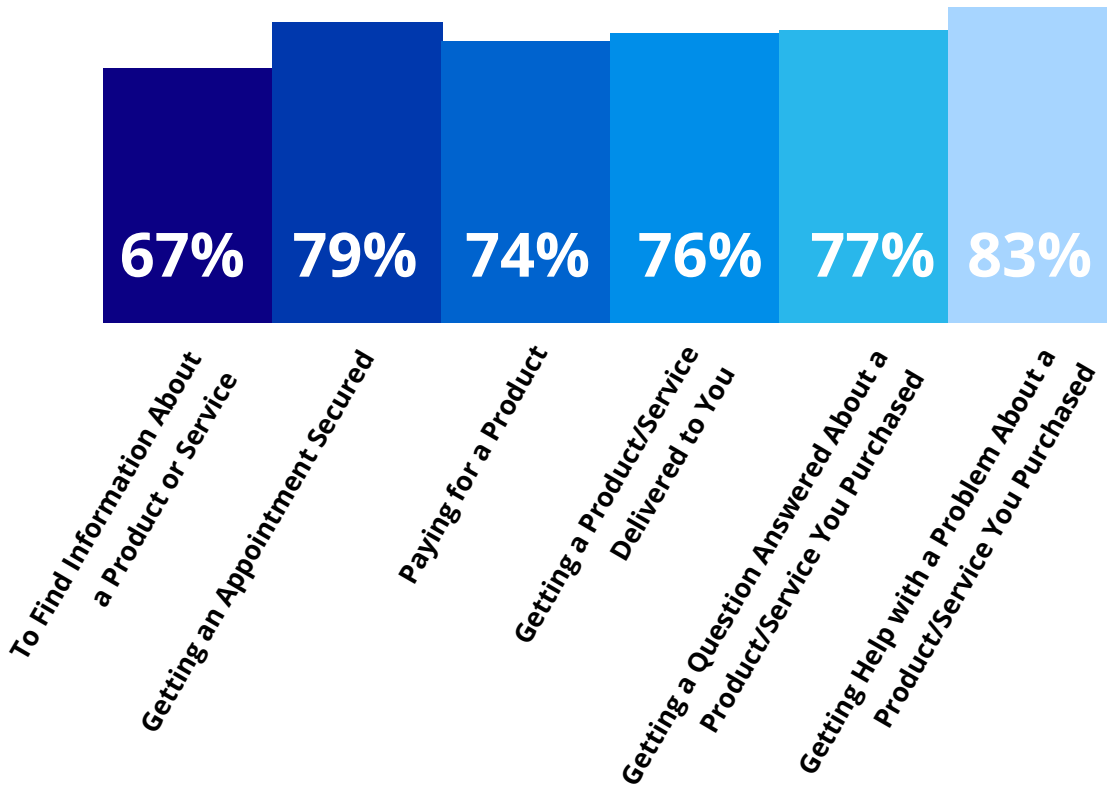
Speed is important throughout the entire customer journey, but becomes most critical in two scenarios: First, when the customer and company interface involves scheduling and proximity, like appointment setting and delivery.

Second, when the customer has a problem that needs to be addressed.

When customers are asked in which scenarios speed is important OR very important, a large majority indicate fast is fantastic at all stages of the journey.

# Is Speed and Responsiveness Important or VERY Important to You in This Scenario?

n=varies by scenario



This is overwhelming evidence that customers care about business responsiveness at all times. In fact, fewer than 9% of customers indicate that speed is not very important or unimportant at ANY stage of their relationship with a business.

## BOTTOM LINE

It's been said that "customer service begins when the customer experience fails."

Time is the only inelastic resource. Unlike money or education, all of us have the exact same amount of time.

Because these CX failures tend to produce frustrated customers, a lot of time and effort inside businesses is devoted to improving customer service (or at least making it less mediocre).

But what this study demonstrates, in its investigation of customer desires for speed throughout the journey, is that today's consumers are highly protective of their time ALL the time.

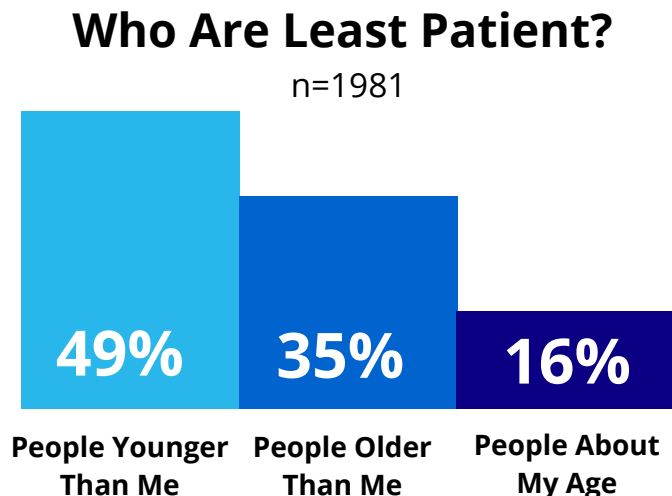
Whether they seek product information, an appointment, a way to pay, or someone to help, customers want to be able to do so with as little waiting as possible.

So while businesses work to try to reduce call waiting times or similar service-oriented metrics, they may also want to consider getting faster at the other points of the journey that are perhaps less noticeable, but just as important, to their customers.

# Which Generation is Least Patient?

Patience is in the eye of the beholder, and customers routinely believe OTHER PEOPLE may be unreasonable in their unwillingness to wait.

In this national study, we asked nearly 2,000 consumers about their perceptions of patience, especially with regard to age.



You might think that young people (Generation Z) would be the least patient. After all, they've never known a world not powered by mobile phones, social media, and popular videos lasting six seconds.

But those very same young people almost uniformly believe they are MORE patient than other generations.

## 63% of Gen Z Believes People Older Than Them are the Least Patient

Conversely, the oldest consumers studied in this research (Baby Boomers) believe the EXACT OPPOSITE to be true.

## 66% of Baby Boomers Believe People Younger Than Them are the Least Patient

The conflicting opinions in these findings set us off on a course of discovery to answer the question definitively.

# THE URGENCY INDEX

To determine which age group is ACTUALLY the least patient, we did enhanced analysis on the expectations for business response time showcased in the section of this study called How Fast is Fast Enough (pages 16-20).

We evaluated how often each generation expects businesses to respond within four hours, across the totality of contact mechanisms.

## The Urgency Index: % Expecting a Response From Businesses Within Four Hours, Across all Contact Mechanisms



The data is clear: Gen Z was RIGHT. They are the most patient generation, according to The Urgency Index.

**Gen Z is the most patient generation. Baby Boomers are the least patient generation.**

This is a fascinating conclusion to this study, as it disproves many assumptions about young people and their inability or unwillingness to wait.

### BOTTOM LINE

While this research has shown in a multitude of ways that customers very much desire greater rapidity from businesses, it is surprising to find that younger consumers are less demanding. Perhaps because some of this cohort are not yet working, or raising families, they perceive their own time pressure to be less acute.

It's not at all uncommon for business executives to launch a "get faster" initiative to "keep pace with our younger customers." But, in fact, those same customers are more willing to wait a little longer for companies to respond and reply.

It is also interesting to discover how different generations view other age groups with regard to speed. Almost universally, customers believe "those young people" or "those old people" have a patience problem. Very few point that finger at themselves and their generational cohort.



# 6 Ways to Improve Business with The Time to Win Study

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- 1** All companies should track their actual average response time per contact mechanism, and work to reply faster than customers expect per the data on page 17.
- 2** Don't focus solely on digital channels. Customers still prefer telephone over all other contact channels. And, customers expect replies via email and contact us forms within one day, so do not allow those communication methods to have sluggish response times. See data on page 18.
- 3** Look at how fast (or not fast) the business is at all stages of the customer journey, and speed up everywhere. How long does it take to make an appointment? Schedule a delivery? Make a payment? Customers care deeply about rapidity at all stages. See the customer journey chart on page 21.
- 4** Determine all the scenarios when customers have to contact the business more than once to effectively resolve an issue. Work to eliminate these, as second contact is the single most frustrating situation for today's consumers, per the findings on page 5.
- 5** Don't assume younger customers need it NOW and older customers are okay with more waiting because they lived in an era that was inherently slower. The data show that older customers are the least patient, according to The Urgency Index on page 24.
- 6** In any competitive situation, place great emphasis on being the first responder. Nearly half of the time, customers buy from the first business to reply, even if the price is higher, as demonstrated on page 10.

# About the Researcher and Author

Jay Baer is a customer experience and marketing expert, author, researcher, and advisor.

He is a 7th-generation entrepreneur, author of 6 best-selling books, and founder of 5 multi-million dollar businesses.

Jay is the founder of Convince & Convert, a global consulting firm that helps many of the world's most iconic brands gain and retain customers. He has worked with more than 40 FORTUNE 500 brands, including Walmart, Microsoft, JPMorgan Chase, Comcast, Humana, Pfizer, IBM, MetLife, Caterpillar, Cisco, Hilton, 3M, Qualcomm, and Oracle.

An in-demand keynote speaker and event emcee and host, Jay is an inductee into the professional speaking hall of fame, as well as the word of mouth marketing hall of fame.

His research on customer service, customer experience, and digital marketing is cited often by the media, and his work is included in hundreds of academic publications.

Jay is also the co-creator and co-host of the longstanding Social Pros podcast, focused on enterprise social media strategies.

His popular twice-monthly newsletter on customer experience trends is available at [TheBaerFacts.com](https://TheBaerFacts.com).



# 4 WAYS JAY BAER CAN HELP BOOST YOUR BUSINESS

- 1** Keynote presentation to unveil The Time to Win research, and help businesses increase revenue and loyalty by being faster.
- 2** Original research to help create customer experience transformation. Work with Jay to apply The Time to Win study methodology to your own customers and processes.
- 3** Got It audit to learn just how fast (or slow) your business is today at each step of the customer journey, and where you are exceeding expectations, or falling short.
- 4** Strategic advisor to guide your journey to get faster.

**Jay@JayBaer.com** for additional information.

## ABOUT STATSOCIAL



StatSocial is the project's research partner.

Harnessing the massive scale of social audiences and their self-declared insights, StatSocial enables marketers and researchers to build and deploy highly targeted audiences for any initiative.

Using StatSocial's Silhouette™ platform, customers are able to quickly generate any custom audience based on their ideal targets' unique interests, passions, brand affinities, preferred media and influencers, and more.

Powered by StatSocial's patented Identity Graph, Silhouette merges an individual's interactions across major social and community platforms into a single, actionable profile. This not only provides marketers and researchers with a holistic view of their customers and target audiences, but offers the ability to target niche audiences for market research studies, enrich existing datasets, and measure brand impact and attribution of earned media campaigns.

For more information, please visit [StatSocial.com](https://www.statsocial.com).

# National Study Methodology and Copyright

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Jay Baer and Ursus 10, LLC led this original, nationwide research study. The study included a custom 25-question survey. The quantitative study was administered to 1,981 US respondents, ages 16-65. The sample was weighted to the 2020 US Census data for age.

The survey was conducted online between April 6 and June 28, 2022.

StatSocial is the project's research partner, and fielded The Time to Win study, and completed initial data analysis.

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