

International Delight: Doing Global Customer Service Right

If you want long-term ecommerce growth and profitability in global markets, exceptional customer service is a must-have.



75% of global shoppers are more likely to buy from a brand if customer service is in their own language.¹



80% of customers say the experience a company provides is as important as its product or service.²

Shopper-centric customer service is key for international expansion. By making your global shoppers feel they are part of your brand's family, you create loyal customers that contribute to profitable growth.

88%

of customers say good service makes them more likely to buy again.³

75%

of customers say they have recommended a company based on excellent customer service.⁴

2x

Consumers are 2x more likely to purchase from a company after having a 5-star experience.⁵



There is a high correlation between customer experience and the likelihood to buy more.⁶

Our clients experience improved customer satisfaction:

DSQUARED2 Trust Pilot customer satisfaction rating increased from

1.5 to 4.0

“We want our customers to buy from us where they want, how they want, and pay the way they want. ESW is the best partner to support that because they make the shopper experience the number one priority.”

VP of Ecommerce,
Award-winning watch and jewelry group

Here's how we help our clients achieve worldwide customer service excellence:

29,000

We handle more than 20,000 customer service tickets per month.

From November to January, we handle 29,000 tickets each month.

20,000

We have a robust, professional global team that provides exceptional service

10

customer service managers

50

customer service agents

4

dedicated refunds team members

We have two service levels so our clients can choose what's best for them.

15 Level 1 clients

52 Level 2 clients

We provide level 1 service in five languages as part of our standard options (English, Italian, German, French, Spanish)

We can add additional support languages when needed

We value your shoppers

We reply within

24h

We fully resolve issues within three days

Are you ready to give your international shoppers the best in localised customer service?

Contact us growmybrand@esw.com

Contact us

¹Survey of 8,709 Consumers in 29 Countries Finds that 76% Prefer Purchasing Products with Information in their Own Language - CSA Research > Blogs & Events > CSA in the Media > Press Releases (csa-research.com)

²36 Customer Service Statistics You Need To Know (salesforce.com)

³80 Customer Service Statistics to Know in 2024 (+ State of Service Data) (hubspot.com)

⁴80 Customer Service Statistics to Know in 2024 (+ State of Service Data) (hubspot.com)

⁵Global Study: ROI of Customer Experience, 2023 | XM Institute

⁶Global Study: ROI of Customer Experience, 2023 | XM Institute