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**From:** Microsoft Customer Service Solution Team <parasat@microsoft.com>  
**Sent:** Wednesday, June 1, 2016 10:05 AM  
**To:** Haley, Nikki  
**Subject:** Register Now: Microsoft's 2016 Global State of Customer Service Reveal



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## **2016 Global State of Customer Service Webinar**

**Presented by: Bill Patterson, General Manager**

**Tuesday, June 14, 2016 | 2:00 PM EST**

No matter where you are in the world today, one thing is for certain. Expectations for customer service are growing exponentially as more and more brands compete on customer experience.

Whether you're in customer service, marketing, sales, IT - or especially if you're the CEO, CFO or CDO - you'll be fascinated by the results revealed by Microsoft's new 2016 Global State of Customer Service Report which polled 5,000 consumers across Brazil, Germany, Japan, the UK and the US on their customer service preferences and expectations.

Join Microsoft's General Manager Bill Patterson on June 14, 2016 for this sneak peek of the fascinating results which include:

- Channel preference based on geography
- Most important aspects of a good customer service experience
- Most frustrating aspects of a poor customer service experience

- Expectations for self-service, social, phone and mobile
- Growing importance of service in a customer's choice of or loyalty to a brand
- Number of consumers who have left a brand due to poor customer service
- Expectations for proactive customer service and agent, employee knowledge
- Much, much more...

Registrants will receive a complimentary copy of the full report following the webinar.

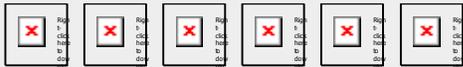
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