

## Good customer service vital to travel industry

Customer service matters most in the travel industry, according to a survey run by Jupiter Media Matrix. In the survey 49% of respondents ranked travel as the top retail category in which customer service was the most important factor affecting their decision to buy, with 79% indicated that an unsatisfactory customer experience would dissuade them from buying again. When asked which aspects of customer service had the most effect on their decision to buy or not buy again 67% said "efficiency of problem resolution" and 63 percent said "knowledgeable customer service representatives."

**Source:** [CyberAtlas](#)

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