

Customer aggression

The rising risk to employees and businesses

75% of employees in customer-facing roles experience customer aggression.

25% face it at least weekly. This is an increase from our 2022 survey data, in which 18% said they experienced customer aggression weekly or more.

29% of those workers didn't receive any support from their employer. That rose to 39.6% for those working in retail, healthcare and social assistance.

People in customer-facing roles were **6.8%** more likely to have taken time off work for medical reasons in the past twelve months (vs the non customer-facing cohort) and **5.9%** more likely to have taken time off for mental health reasons.

SOURCE: September 2023, McGregor Tan survey of employees in Australia and New Zealand who were working a minimum of 30 hours per week.

114% more 'critical incidents' we recorded YOY by Sonder from 2022 - 2023.

28% of these critical incidents involved a police incident, victim assault or violence or a safety concern in 2022. In 2023 that rose to 32%.

SOURCE: Sonder customer data.

Unplanned absences are reduced by **12.5%** on average for those who engage with Sonder's platform.

SOURCE: Self-reported data from Sonder members.

Discover more data and insights from the new report at our webinar

An expert panel will discuss the impact of rising customer aggression and share preventative measures that help keep frontline workers safe.

[RSVP to our 26/03 webinar now](#)