

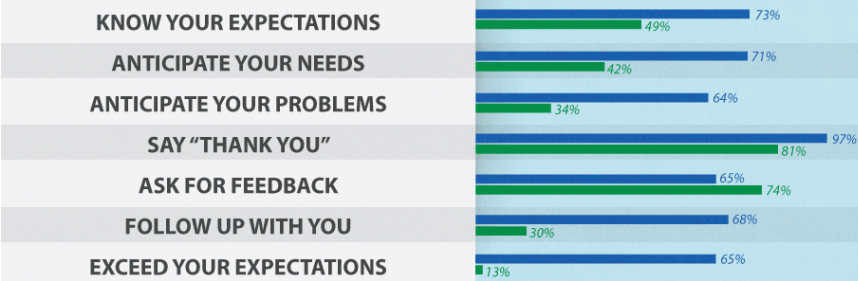
SERVICE CAN
**MAKE OR
 BREAK**
 A COMPANY



SMALL BUSINESS
 LARGE BUSINESS

SERVICE GETS HARDER AS A COMPANY GROWS

When dealing with a business, do companies usually:



80% OF COMPANIES CLAIM THEY OFFER

"SUPERIOR CUSTOMER SERVICE"

ONLY 8% OF CUSTOMERS AGREED WITH THEM



Poor customer experiences result in an estimated

\$83 BILLION LOSS

in sales



86% of consumers will pay more for a better customer experience

89% of consumers began doing business with a competitor following a poor customer experience

GOOD CUSTOMER SERVICE

can be competitive advantage

can increase sales and customer loyalty



WHEN THE
 MAJORITY OF
 COMPANIES
 AREN'T DOING IT
 RIGHT, DOORS
 OPEN UP

EXISTING CUSTOMERS ARE EASIER TO SELL AND CHEAPER TO RETAIN

CUSTOMER RETENTION INCREASES PROFITABILITY BY 75%

Increasing CUSTOMER RETENTION by 5%, can INCREASE PROFITABILITY by 75%

80% OF FUTURE REVENUE will come from just 20% of your existing customers



GOOD

CUSTOMER SERVICE

BAD



62%

PURCHASED MORE

B2B

STOPPED BUYING

66%

42%

PURCHASED MORE

B2C

STOPPED BUYING

52%

24% continue to seek out vendors two or more years after a good experience

39% continue to avoid vendors two or more years after a bad experience

"THE PERSON WHO HELPED ME WAS NICE" - 67%

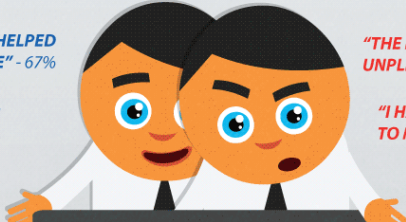
"THE PERSON I DEALT WITH WAS UNPLEASANT" - 65%

"THEY DID NOT PASS ME AROUND" - 63%

"I HAD TO EXPLAIN MY PROBLEM TO MULTIPLE PEOPLE" - 72%

"THE PROBLEM WAS RESOLVED QUICKLY" - 69%

"IT TOOK TOO LONG TO RESOLVE" - 65%



Customers who engage with companies over social media

SPEND 20% TO 40% MORE MONEY with those companies than other customers

Make sure that information is mobile for your employees

50% of consumers give a brand only one week to respond to a question before they stop doing business with them

HAPPY EMPLOYEES WILL MAKE HAPPY CUSTOMERS

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