

The cost of “Customer Service”



Rewards for Superior Service

- ✓ Loyal customers are worth 10 times as much as their first purchase ¹
- ✓ 78% of consumers did not buy due to a poor service experience ²
- ✓ Probability of selling to an existing customer is > 65%³
- ✓ Probability of selling to a new customer is less than 10%³



Consequences of Poor Service

- × 91% of dissatisfied customers never come back ⁵
- × Businesses only hear from 4% of dissatisfied customers ⁵
- × It takes 12 good experiences to make up for 1 bad one ⁶
- × News of bad customer service hits 2x more people than good news ⁷



Sources: ¹ - White House Office of Consumer Affairs ² - American Express Survey, 2011 ³ - Marketing Metric ⁴ - White House Office of Consumer Affairs ⁵ - “Understanding Customers” by Rudy Newell-Legner ⁶ “Understanding Customers” by Rudy Newell-Legner ⁷ White House Office of Consumer Affairs

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1 hour assessment

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