

HOW WELL DO YOU KNOW YOUR CUSTOMERS?

Our customers love us!



Percentage of American business owners surveyed who believe they deliver "superior" customer experiences.

80%

Are you sure?



Percentage of American consumers surveyed who report having received "superior" customer experiences.

8%

GHOST LOSSES...



78% of consumers surveyed have bailed on a transaction due to a bad experience.



96% don't report complaints and 91% will never come back.

...ARE ONLY INVISIBLE TO YOU.



95% of consumers have taken action as a result of a bad experience:

- 79% told others about their experience.
- 85% wanted to warn others about doing business with the company.

CUSTOMER EXPERIENCE IMPACTS YOUR BOTTOM LINE..

5-20%

Probability of selling to a new customer.

60-70%

Probability of selling to an existing customer.

50%

of existing customers try new services.

31%

Percent more that existing customers spend than new customers

5%

Increase in customer retention...

25-95%

...increases bottom-line net profit.

7x MORE

The cost to acquire a new customer vs. keeping an existing customer.

10x MORE

Average lifetime value of an existing customer relative to their first purchase.

Sources include:
Accenture
Harris Interactive
TechCrunch
American Express
White House Office of Consumer Affairs



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