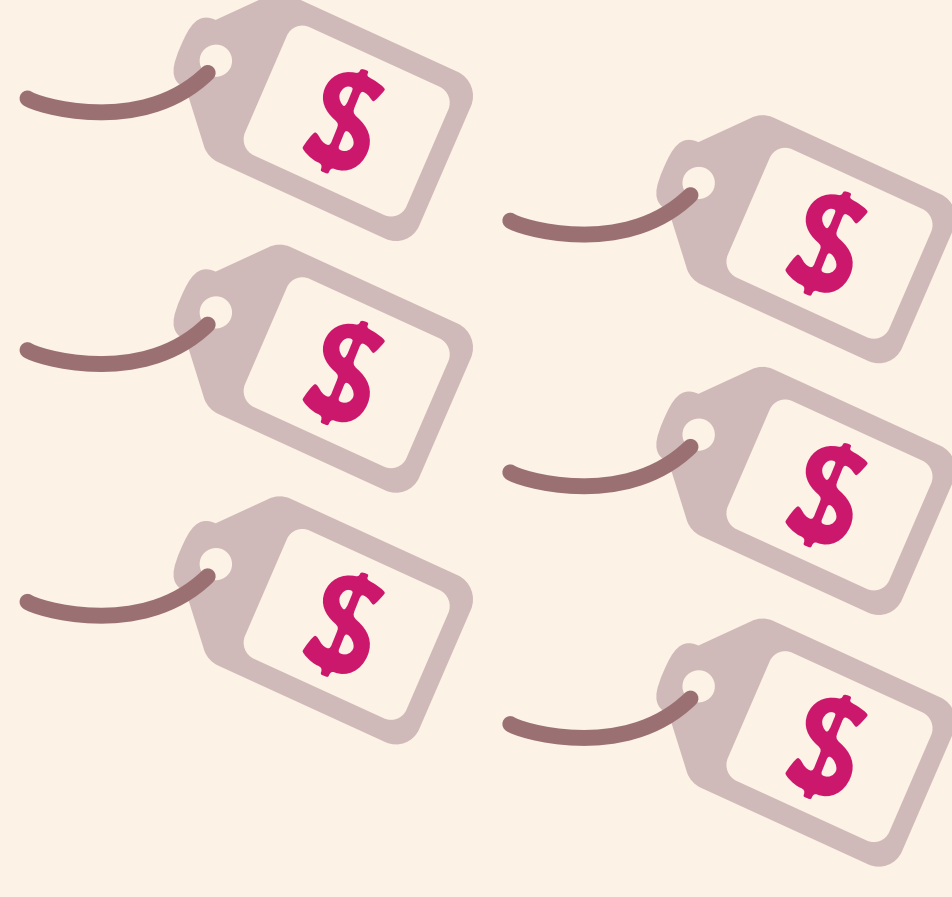
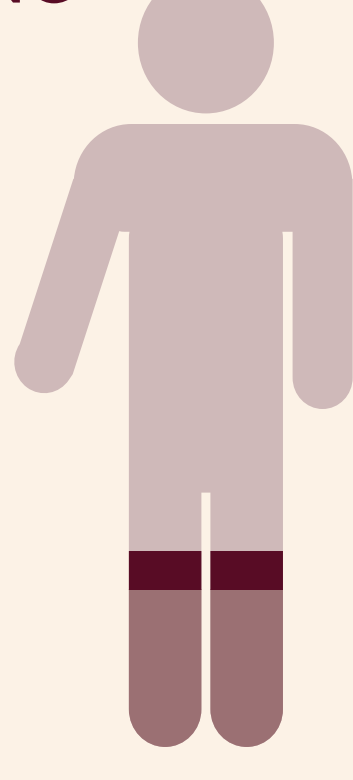
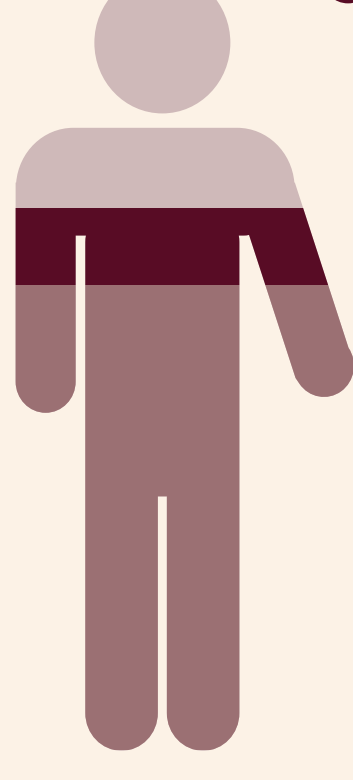




CUSTOMER EXPERIENCE FACTS MARKETERS CAN'T IGNORE

CUSTOMER LOYALTY IS CHEAPER THAN ACQUISITION

PROBABILITY
OF SELLING



To an existing
customer:
60-70%

To a new
customer:
5-20%

It costs **6 times more**
to attract a new customer than
it does to keep an old one

(Marketing Metrics)

(Understanding Customers by Ruby Newell-Legner)



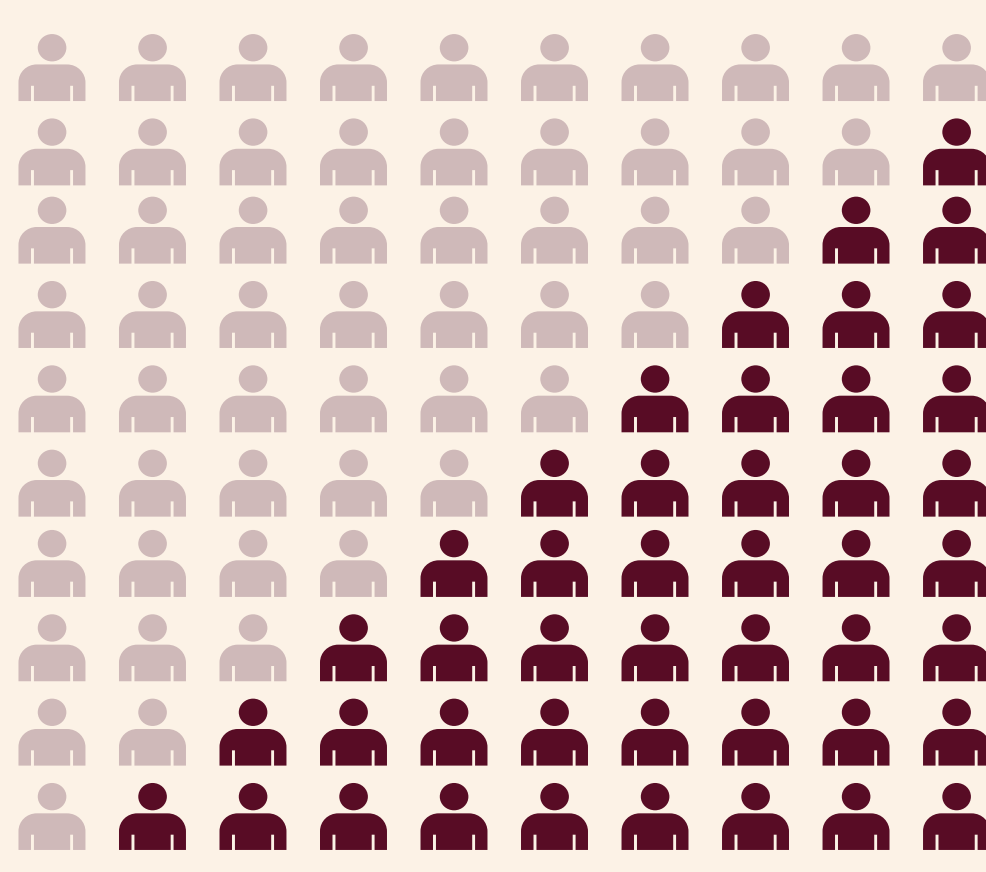
x10

Customer Loyalty can be worth **10 times**
as much as a single purchase (White House Office of Consumer Affairs, Washington, D.C.)

CUSTOMER SUPPORT IS AN OPPORTUNITY

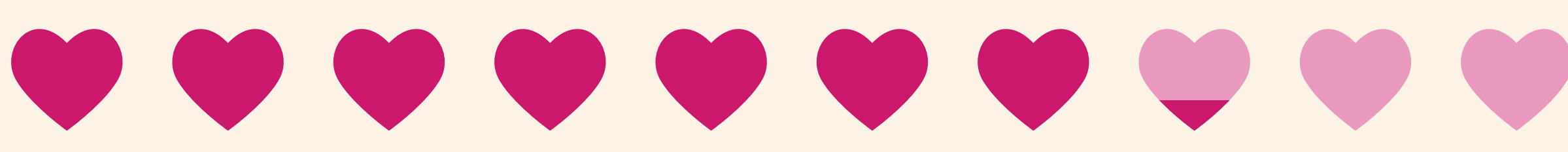


Two-thirds of consumers
would be willing to spend more
with a company – **13% more**, on
average – following an excellent
customer service experience



In comparison, **55% of customers**
would cease buying from a
company that provides poor
customer service

(2012 American Express Global Customer Service Barometer)



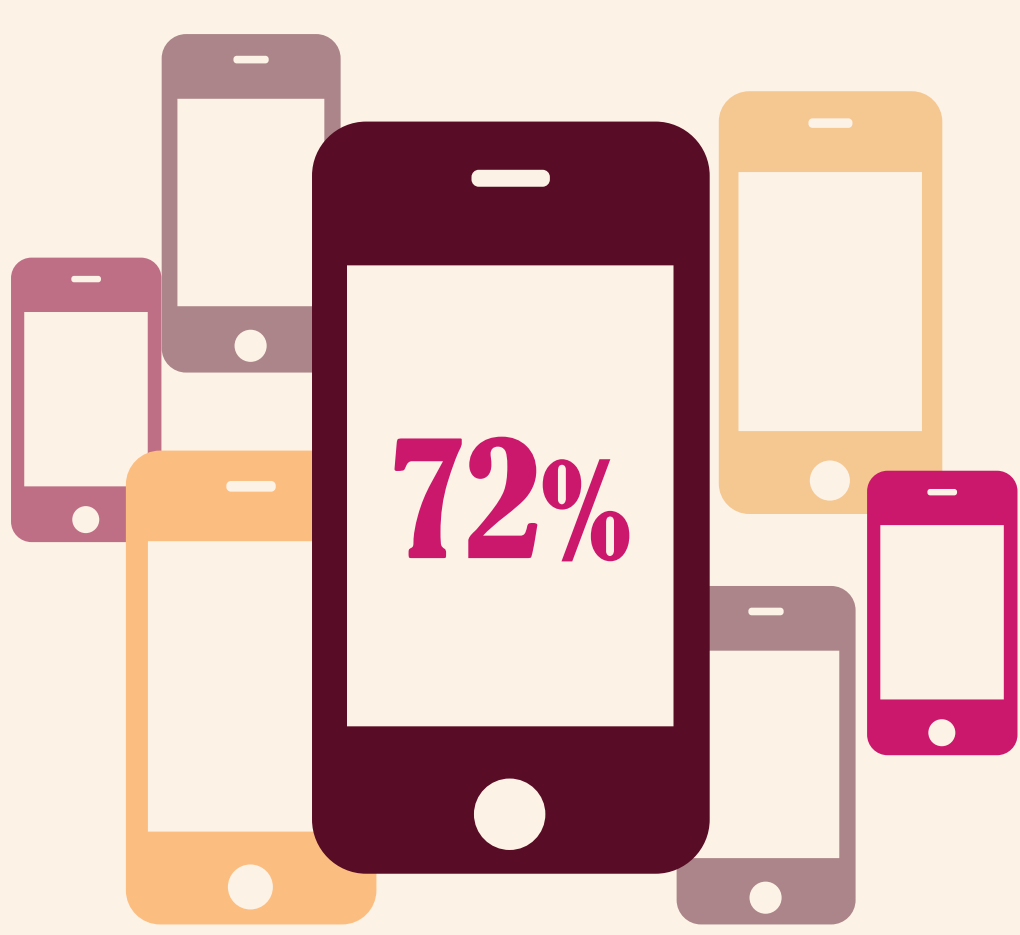
73% of consumers love a brand because of friendly customer service

(Harris Interactive, 2011 Customer Experience Improvement study)

USE EMERGING PLATFORMS

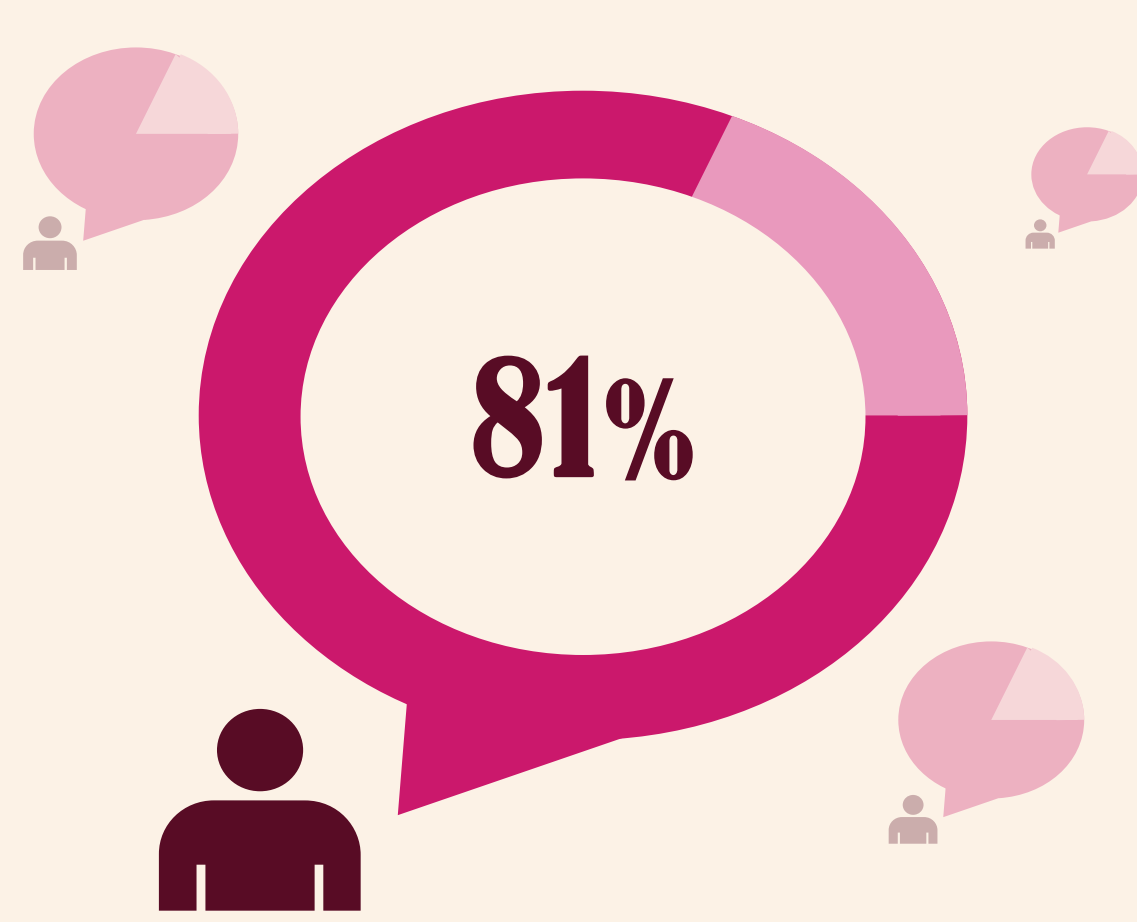
72% of consumers have a more
favorable view of a company

81% of customers will use social
media and word of mouth



if they provide a customer
service app

(Nuance)



to tell others about a positive
experience with a mobile app

(Nuance)

SOLICIT CUSTOMER FEEDBACK

WHO USES CUSTOMER FEEDBACK STRATEGICALLY?



70% of customer experience management best in class adopters



50% of industry-average organizations



29% of laggards

(Aberdeen Group)



For every customer complaint, there are **26 other unhappy customers**
who have remained silent (Lee Resource)

MAKE LOYALTY A PRIORITY



In 2011, **7 of 10 Americans** said they were willing to pay more to companies
they believe provide excellent customer service (American Express Survey)

Only 12% of current marketing spend goes to customer retention



33% goes to brand awareness and 55% goes to new customer acquisition

(McKinsey)

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