

# Customer Experience

Something to Think About

# Lose a Customer

- A typical business hears from only 4% of its dissatisfied customers. The other 96% just quietly go away and 91% will never come back.
- That represents a serious financial loss for companies whose people don't know how to treat customers, and a tremendous gain to those that do.

# Why Customers Quit

- 3% move away
- 5% develop other friendships
- 9% leave for competitive reasons
- 14% are dissatisfied with the product
- 68% quit because of an attitude of indifference toward the customer by the owner, manager or employee.

# Customers Talk

- A typical dissatisfied customer will tell eight to ten people about his problem. One in five will tell twenty. It takes twelve positive service incidents to make up for one negative incident.

# What Customers Want

- 7 out of 10 complaining customers will do business with you again if you resolve the complaint in their favour. If you resolve it on the spot, 95% will do business with you again. On average, a satisfied customer will tell five people about the problem and how it was satisfactorily resolved.

# Customers are Loyal

- The average business spends six times more to attract new customers than it does to keep old ones. Yet customer loyalty is in most cases worth ten times the price of a single purchase.

# Customers Love Quality

- Businesses having low service quality average only a 1% return on sales and lose marketshare at the rate of 2% p.a.
- Businesses with a high service quality average a 12% return on sales, gain marketshare at the rate of 6% p.a and charge significantly higher prices.

# Market Route Mapping

- Companies ranging from Start-ups to more established businesses turn to Market Route Mapping when they want solid, practical ways to work smarter.
- Find out more about how MRM can help by following on Twitter @RetailMapping or Email [info@marketroutemapping.co.uk](mailto:info@marketroutemapping.co.uk)