



When it comes to sales, the probability of selling to an existing *happy* customer, is up to **14** times higher than the probability of selling to a new customer.

Source: Marketing Metrics



So if you want referrals through word of mouth - essentially free marketing - and great reviews, you need to focus on making your customers happy.

Source: American Express

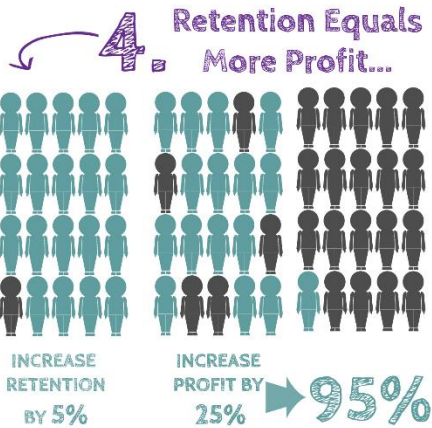
3. Beware Not Everyone Complains...



For every customer who complains, there are **26** customers who don't say anything. Often, they'll simply get fed up and leave.

Lee Resources International

www.totem-consulting.com 0345 54 86836



Customer Retention is the most surefire way to improve your bottom line

Source: Bain & Company

5. People Pay More for Products with Premium Service



American Express have discovered that **86%** of customers will pay more for a better customer experience.

Source: American Express

6. Poor Support Repels Customers



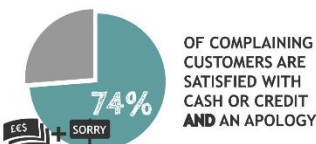
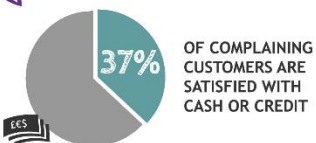
82%

of customers have left a company because of a bad customer service experience.

Source: RightNow

7. An Apology Makes a Big Difference

Customer Complaint Resolution



When the business adds an apology on top of the compensation, satisfaction doubles to **74%**.

Source: Carey School of Business

8. Speed is not ALWAYS Everything

Impact on Customer Satisfaction



Higher ratings on people factors are **9** times more likely to give you customers who are engaged and advocates of your brand.

Source: Gallup

9. Speed IS Everything on Social Media

Expectations of Social Media users who contact a brand



This boils down to understanding your customers' expectations which change based on the medium you're interacting in.

Source: The Social Habit