

The Facts

It will cost businesses **5-20 times more** to win a new customer than to keeping an existing one.



5-20 TIMES MORE

35% of Companies measure customer satisfaction regularly. It's the most common KPI in business after financials.



'Satisfied' customers are **52% MORE LIKELY TO BECOME REPEAT CUSTOMERS**
 'Very satisfied' customers are **96% MORE LIKELY TO BECOME REPEAT CUSTOMERS**



What happens to satisfied customers who are not retained?

1. Some defect to a competitor.
2. Some do nothing; as no budget, need to focus elsewhere.
3. Some don't review because lead contact leaves (either at client or supplier.)
4. Some were not satisfied in first place. Customer satisfaction analysis is prone to inaccuracy.

Most decision maker units will have **3-5** stakeholders involved.

It's estimated that up to **80%** of B2B customer satisfaction survey's are not completed by a budget holding stakeholder.

What to do

Use customer Satisfaction surveys to measure where you are.

Especially in B2B, don't take positive customer satisfaction results as gospel. Most likely there are multiple decision makers involved with your account, on the client side. Most customer satisfaction surveys measure the opinion of just one.

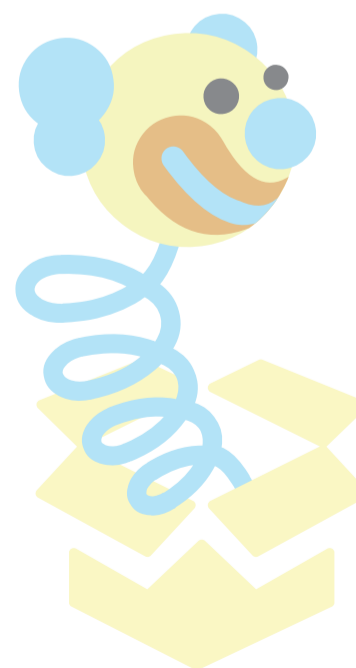


Customer Translation Guide

| When your customer says; | They really mean; |
|----------------------------|--|
| 'I'm completely satisfied' | I'm very loyal |
| 'I'm Satisfied' | I'm likely to switch to your competitor. |
| 'I'm dissatisfied' | I'm really disloyal |

Expectation Management

Reduce the gap between what your customers expect and what you will deliver.



What customers want

- Ability to deliver what's contracted.
- Individualised attention.
- Trust & confidence in your staff.
- Prompt service & willingness to help.
- Aesthetics are important; offices, staff, reports must look the part.



'We can no longer afford to merely satisfy the customer, to win today you have to delight and astound your customers with products and services that exceed their expectations.' (Tom Peters)