

The Value of Customer Loyalty

HOW LOYALTY IMPACTS YOUR BUSINESS



80%

of your future profits are likely to come from just 20% of your current client base.¹



Increasing customer retention rates by 5%



can increase profits between 25% and 95%.²

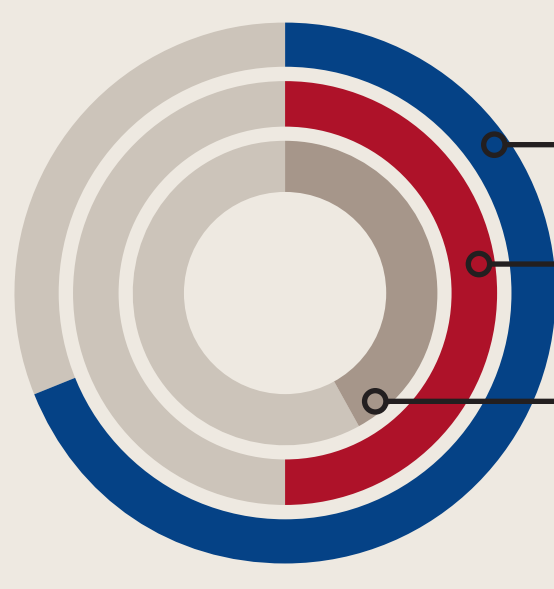
61% of the small businesses surveyed reported that



more than half of their revenue comes from repeat customers, rather than new business.³

THE PAYOFF FROM GOOD SERVICE

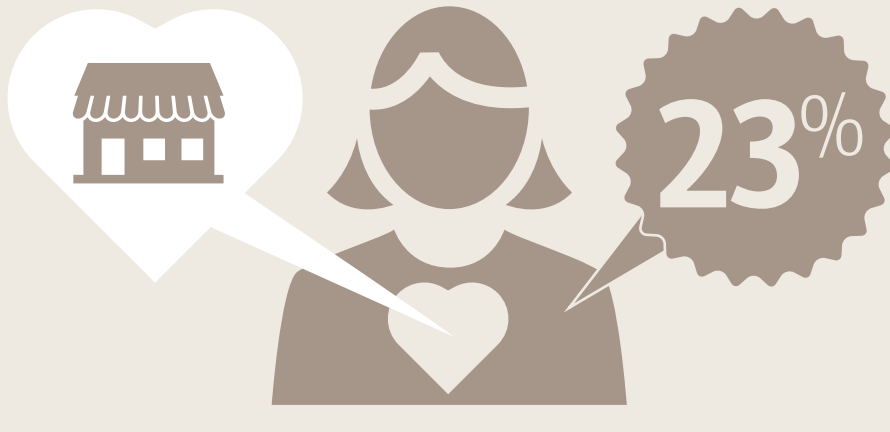
When it comes to receiving good service, here's what customers have to say⁴



69% would recommend the company to others

50% would use the business more frequently

42% are prepared to spend more money with them



Those with a strong attachment to the brand deliver a 23% premium over an average customer.⁵

Fully engaged customers are also more likely to⁶



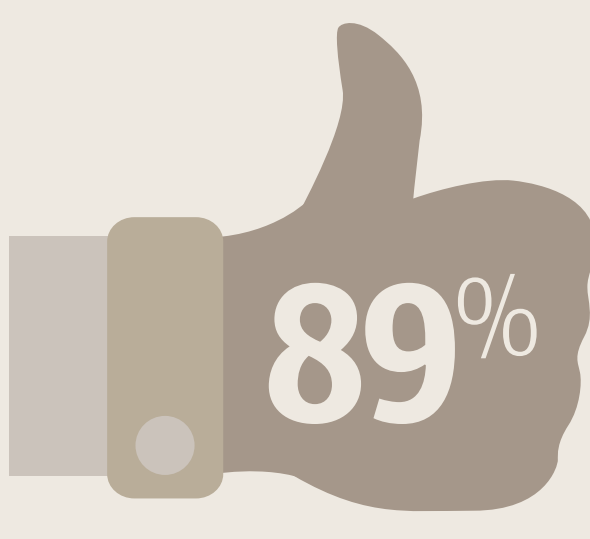
Make 90% more frequent purchases



Spend 60% more per transaction



Are five times more likely to indicate it is the only brand they would purchase in the future.



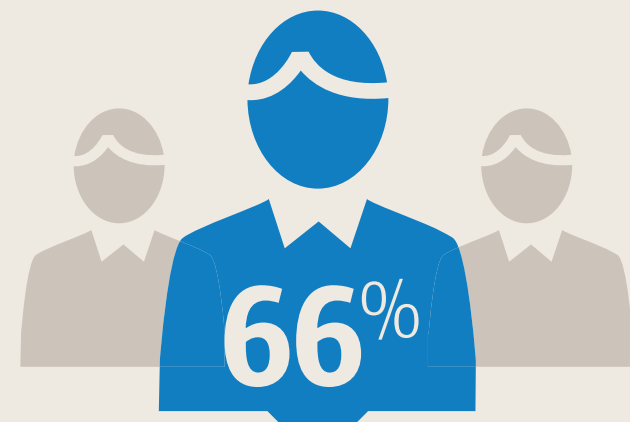
of respondents agree that good service makes them feel more positive about the brands they engage with.⁷



of American shoppers view customer service as a "true test" of how much a brand values them.⁸

ACQUISITION AND RETENTION

The top concern for small business owners⁹



FINDING NEW CUSTOMERS



RETAINING EXISTING CUSTOMERS

Comparing cost

82%

of companies say retention is cheaper than acquisition.¹⁰



RETENTION



ACQUISITION



Sources:

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- 2: Manta; <http://blog.bialkelsey.com/index.php/2014/04/03/bialkelsey-and-manta-joint-report-smbs-shift-priority-to-customer-retention/>
- 3: Study from Bain & Co. reported in Harvard Business Review; <https://hbr.org/2014/10/the-value-of-keeping-the-right-customers/>
- 4: NewVoiceMedia; [http://www.smartcustomerservice.com/Articles/News-Briefs/Research-U.S.-Businesses-Lose-\\$41-Billion-Annually-Due-to-Poor-Customer-Service-93869.aspx](http://www.smartcustomerservice.com/Articles/News-Briefs/Research-U.S.-Businesses-Lose-$41-Billion-Annually-Due-to-Poor-Customer-Service-93869.aspx)
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