

HOW WELL DO YOU KNOW YOUR CUSTOMERS?

Our customers love us!



Percentage of American business owners surveyed who believe they deliver "superior" customer experiences.

80%

Are you sure?



Percentage of American consumers surveyed who report having received "superior" customer experiences.

8%

Ghost losses...



78% of consumers surveyed have bailed on a transaction due to a bad experience.



96% don't report complaints and 91% will never come back.

...are only invisible to you.



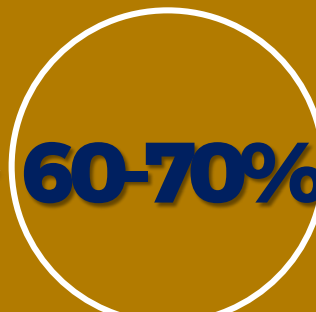
95% of consumers have taken action as a result of a bad experience:

- 79% told others about their experience.
- 85% wanted to warn others about doing business with the company.

Customer experience impacts your bottom line.



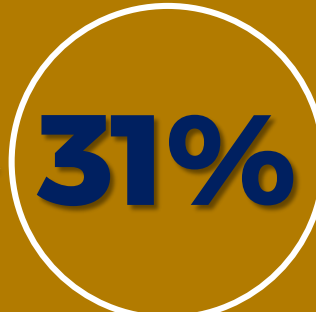
Probability of selling to a new customer.



Probability of selling to an existing customer.



of existing customers try new services.



Percent more that existing customers spend than new customers



Increase in customer retention...



...increases bottom-line net profit.

7x MORE

The cost to acquire a new customer vs. keeping an existing customer.

10x MORE

Average lifetime value of an existing customer relative to their first purchase.

Sources include:

- Accenture
- Harris Interactive
- TechCrunch
- American Express
- White House Office of Consumer Affairs



MONDOCRM

We facilitate insight.