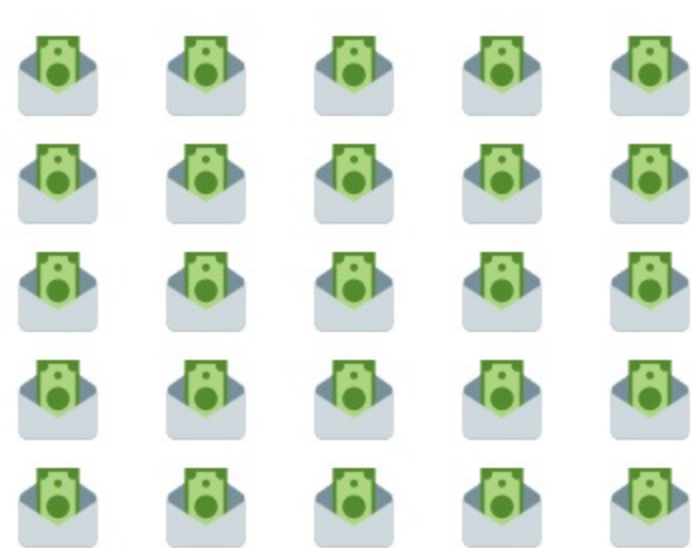


# THE ROI OF CUSTOMER SUPPORT

According to Gartner, by 2020 89% of businesses will compete mainly on customer experience, yet many companies still see customer support as a cost center.

Here are some interesting stats that should make you reconsider the value of customer support:

## The Costs of Poor Customer Service



The estimated cost of customers switching due to poor customer service in the US is

### \$1.6 Trillion

- Accenture Global Consumer Pulse Research



### 60%

60% of UK consumers prefer a balance of price and service and will not accept low service levels in exchange for low price.  
- UKSCI Customer Satisfaction Index

### 70%

70% of customers who stopped doing business with a particular brand say it was due to a poor customer experience.  
- Pew



### 51%

of B2B companies avoid vendors for at least 2 years after a bad customer service experience with them.  
- Dimensional Research



### 7X

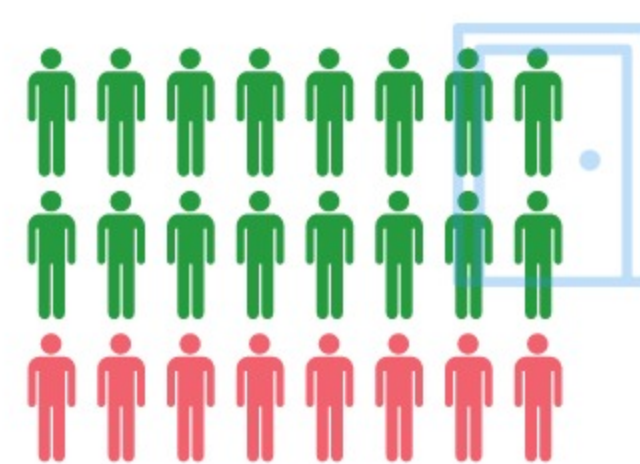
It is 7X more expensive for companies to attract new customers than to keep existing ones.  
- Harvard Business School



The global average value of a lost customer is

### \$243

- Kissmetrics



### 67%

of customer churn is preventable if the customer issue is resolved at the first engagement  
- ThinkJar

## The Rewards of Great Customer Service



### 60%

of consumers increased their spending after a really good response to a bad experience  
- Temkin Group

### 65%

of companies are able to successfully upsell or cross-sell to existing customers  
- ThinkJar



Increasing retention by 5% increases profits by

### 25-95%

- Harvard Business School



### 36%

the rate that self-service eliminates a customer's need for live assistance (deflection)  
- TSA 2015 Member Technology Survey



### 73%

of consumers will recommend a brand to others if satisfied by their customer service experience.  
- SDL Global CX Wakeup Call Report



### 86%

of buyers are willing to pay more for a better customer experience  
- Walker