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STATS THAT PROVE YOU SHOULD PUT YOUR CLIENTS FIRST

While it can be tempting to focus your efforts on acquiring new customers, research proves it's returning customers who are worth the most to your business. Keeping in touch not only guarantees increased sales, but it ensures clients don't flee to your competitors!

If you can make your clients feel special, they'll be more likely to keep coming back *and* tell their friends. Here are 16 statistics that prove it's worth the effort to keep in touch:

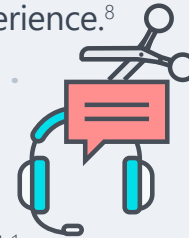
BRAND LOYALTY

The **#2** reason people leave their advisors is inadequate or poor communication.⁴
(#1 is poor return on investment)

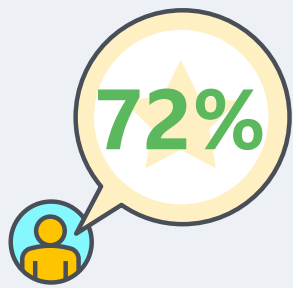


61% of consumers have cut ties with a company after **just one** bad customer experience.⁸

Customers are **4x more likely** to go to a competitor when the problem is service-related than price or product related.¹

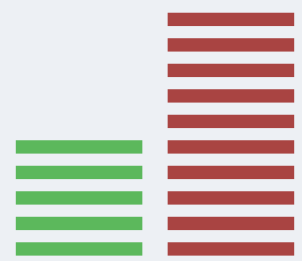


Satisfied customers tell about **5** people how happy they are. However, *dissatisfied* customers tell an average of **10** people about their poor experiences.³



72% said customer service helps keep them loyal to a brand, beating out price at 50%.¹¹

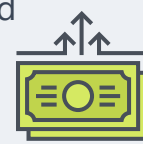
78% said they show their loyalty by telling others about the brand.¹¹



EASE OF SELLING

You only have a 5 to 20% chance of selling to a new prospect, but a **60 to 70%** probability of selling to an existing customer.²

Compared to new customers, existing ones spend **31 to 67% more money** and are **50% more likely** to try new products.^{6,14}



It costs **5x more** to acquire a new customer than to retain an old one.⁹

77% of consumers prefer to get advice from a human being.⁷

69% of consumers said they show their brand loyalty by buying more products from the company.¹¹



REVENUE

Even a **5% increase** in customer retention can increase a company's profitability by a whopping **25 to 95%**.^{12,13}

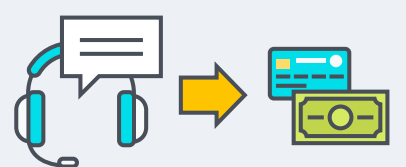
Attracting new customers will cost your company **6-7x more** than keeping your existing ones.⁵

80% of your company's future revenue will come from just **20%** of your existing customers.⁹

Companies generate **60% higher profits** than their competition when they make customer experience a priority.¹⁰



45% of consumers say they would be willing to shell out more money if it meant better customer service.⁷



Read the full article, "[Why Client Retention Should be Your Top Priority.](#)"

Sources

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