

# Why constant engagement with your customer is critical for growth

"The focus must be on what [the customer] values - on... their needs, wants and aspirations. The danger is in acting on what *you* believe satisfies the customer. You will inevitably make the wrong assumption."



Peter Drucker

"We must master our knowledge of who are the target customers, who and what influences them, and how to create highly satisfying customer experiences. Recognize that today's customers are increasingly buying on value, not relationship."



Philip Kotler

65%

The %age of companies that do not formally listen to or survey their customers <sup>(1)</sup>

91%

The %age of companies that wish to be considered as CX leaders in their industry

37%

The %age of companies just starting with a CX initiative

20%

The %age of companies who consider their CX initiative "advanced" <sup>(3)</sup>

5

The # of key business challenges driving the C-suite to focus on Customer Experience <sup>(2)</sup>

1. Customer Engagement – consistent customer experience
2. Differentiation through innovation and beating competition
3. Revenue growth – turning cost centers into revenue drivers
4. Operational excellence – optimizing cost base
5. Customer experience culture – building customer centricity

+35

The # of points on the S&P Index that customer experience leaders outperformed the broader market <sup>(4)</sup>

## Results of a positive customer experience:

- ✓ Increase in Net Promoter Score
- ✓ Innovation
- ✓ Increased average customer spend
- ✓ Increased loyalty / retention
- ✓ Competitive advantage
- ✓ Reduced acquisition costs
- ✓ Fewer customer complaints
- ✓ Reduced churn
- ✓ Increased customer lifetime value
- ✓ Reduces negative word of mouth

8%

%age of customers from 362 companies surveyed who described their experience as "superior"

**BUT**

80%

%age of the companies surveyed believed that their customer experience was "superior" <sup>(4)</sup>

2.6 x

The amount of revenue a "totally satisfied" customer generates v a "somewhat satisfied" customer.

14 x

The amount of revenue a "totally satisfied" customer generates v. a "somewhat dissatisfied" customer. <sup>(5)</sup>

9-15

# of people an unhappy customer tells about the experience <sup>(6)</sup>

13

%age of unhappy customers who tell over 20 people about the experience <sup>(6)</sup>

26

# of unhappy customers for every customer who complained <sup>(7)</sup>

96

%age of unhappy customers who simply leave and never come back <sup>(8)</sup>

Poor quality of customer service is the main reason for customer churn – not price.

Accenture global customer satisfaction report 2008

1 Growth Strategy Partners  
2 Frost Consulting  
3 Oracle  
4 Watermark Consulting  
5 InfoQuest  
6 McKinsey  
7 Lee Resource Inc  
8 Financial Training Services  
9 Bain & Company