

# THE CUSTOMER

CUSTOMERS WON'T ALWAYS TELL A COMPANY WHEN THEY'RE NOT HAPPY WITH THE SERVICE THEY RECEIVE, BUT BUSINESS STILL SUFFERS.

## WHEN THINGS GO WRONG



17%

WILL LEAVE YOU  
AFTER A SINGLE  
SERVICE MESS UP



40%

WILL LEAVE  
YOU AFTER  
TWO BLUNDERS



28%

WILL LEAVE  
AFTER THE  
THIRD MISTAKE.

**85%** OF YOUR BUSINESS COULD BE LOST  
DUE TO POOR CUSTOMER SERVICE.



of customers  
will switch  
brands to  
get better  
service.



of people  
have not  
completed  
a purchase  
because of  
poor service.



of customers  
have spent  
more with a  
company  
because of a  
history of  
good customer  
service.