



CUSTOMER SATISFACTION IN A NUTSHELL

HOW TO RETAIN AND SELL MORE TO YOUR CUSTOMERS

Based on over 5,000 recently completed interviews, we've put together some tips to help you cut **customer churn**, and improve **customer loyalty, retention and sales**:

Don't just focus on your dissatisfied customers.

In our research, just 7% of B2B customers are dissatisfied. But 42% are only fairly satisfied – concentrate on keeping these customers on board, before they turn to your competitors.

Make sure your customer data is accurate and regularly updated.

An average of 12% of an organisation's customer contacts are incorrect. Many businesses waste huge amounts of money communicating with customers who don't exist – and miss talking to those that do.

Understand and listen to your customers.

Our research has found that when customers experience a problem, 34% are dissatisfied with the way their problem is handled. Make sure that your staff can recognise and resolve a customer problem effectively.

Highlight your whole portfolio to customers.

Customers we have interviewed tell us they would probably buy more from our client if they knew what they actually did. 20% of those we interviewed were not aware of the full range of products and services available from their supplier.

How does your company compare? If you would like to find out, please contact us.

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