



## **CUSTOMER SATISFACTION IN A NUTSHELL**

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### **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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