

All Things Considered... An Ellis Perspective

Customer Loyalty & Your Business: The FACTS



SHOW YOU CARE

68% of customers leave because they perceive you are indifferent

80% of companies believe they deliver a superior customer experience but only **8%** of their customers agree

93% say a company's reputation for honesty and fairness is extremely important

LISTEN AND RESPOND

On average, satisfied customers tell **9** people how happy they are, while dissatisfied customers tell **22** about their bad experience

If you resolve a complaint quickly **90%** will buy from you again



GROW RETENTION AND PROFIT

Companies that prioritize the customer experience generate **60%** higher profits than their competition

Repeat customers spend **33%** more than new customers

A **5%** increase in customer retention can increase business profits by **25% - 125%**

AN INTEGRATED APPROACH FOR LEAD CONVERSION AND RESIDENT RETENTION