

De impact van slechte klantenservice onder de streep

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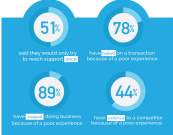
Slechte klantenservice is duur. Het resulteert in negatief mond-tot-mondverkeer, waardoor potentiële klanten zullen weigeren een website of winkel te bezoeken, nog voor ze er ooit zijn geweest. Bovendien is het dodelijk voor de retentie; klanten denken nog wel twee keer na voor ze terugkeren. Helpdeskexpert JitBit gaat in deze infographic dieper in op de cijfers achter een slechte klantenservice.

why bad service is BURNING your bottom line

Expectations are higher than ever
60% of consumers have higher expectations for customer service than they did just a year ago

what a company believes is **not** what the customer perceives
80% of consumers believe that a company's service is better than it is
8% of consumers believe that a company's service is worse than it is
Life is short. Don't waste it. Don't waste it. Don't waste it.

Unhappy customers are quick to leave



customers are 4x more likely to buy from a competitor if there is a problem with service

Top reasons why customers switch to a competitor



Once a customer leaves, they rarely come back.



High Value customers are usually the first to go



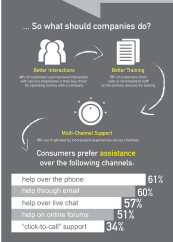
ANGRY customers are silent ASSASSINS
95% of angry customers leave a company within 6 months
48% of angry customers leave a company within 1 year

Negative reviews repel customers
85% will not purchase from a business that has negative reviews

It takes 12 positive experiences to make up for one negative
It's 6-7x more expensive to acquire a new customer than it is to keep a current one.



\$338.5 billion is lost globally



THE BOTTOM LINE

By 2020, customer experience will outweigh price and product as the key brand differentiator.
25%-95% of customers that are dissatisfied with a company's service will leave the company within 6 months.

From the leading cloud storage company to the most innovative and customer-focused, we have the tools and expertise to help you succeed.
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