

Customer Loyalty

Winning Them Over Is The Key To Growth!

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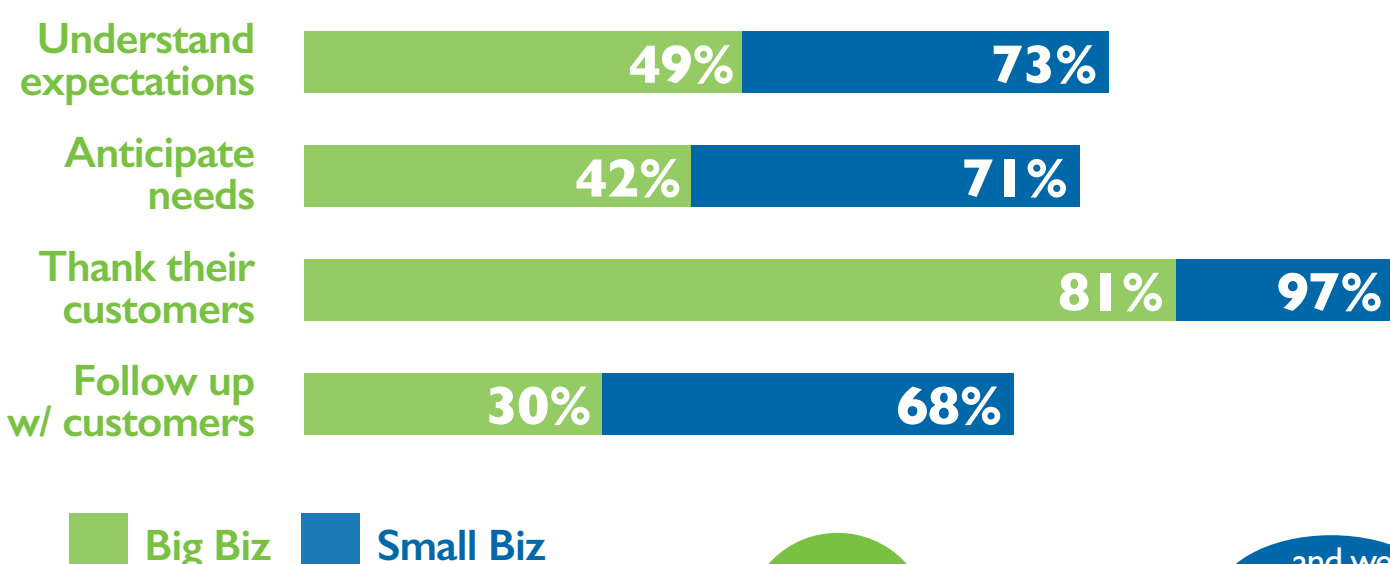
82%

...of small business owners said that loyal customers are the key to growth

Finding a new customer is 6-7x more expensive than keeping a current one!



Small businesses are more responsive!



Customers tend to prefer small businesses, too:

Small businesses meet or exceed customer expectations more often than big businesses



Tips to build loyalty

Fix Problems: Resolve complaints in the customer's favor - 70% of the time, they will do business with you again

Treat Them Right: 70% of buying experiences are based on how the customer feels they're being treated

Be Personal: Ask for and use the customer's name

Take their call! In the last year, 67% of customers have hung up because they could not talk to a real person



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SOURCES:

Constant Contact Loyalty Study

<http://constantcontact.newshq.businesswire.com/research/11202013-constant-contact-survey-b2c-small-businesses-cit-e-customer-loyalty-top-growth-driv>

Loyalty Statistics: The Ultimate Collection:

<http://blog.accessdevelopment.com/index.php/2013/11/the-ultimate-collection-of-loyalty-statistics/>

***Survey: Customer Service Statistics**

<http://www.creditdonkey.com/customer-service-2013.html>

"Shop Small" Resonates With Local Consumers:

<https://www.americanexpress.com/us/small-business/openforum/articles/shop-small-resonates-with-local-consumers/>

75 Customer Service Facts, Quotes & Statistics: How Your Business Can Deliver with the Best of the Best

<https://www.helpscout.net/resources/75-customer-service-facts-quotes-statistics/>