

Quantifying the Impact of Customer Service on Sales

In sales and marketing, it's easy to focus on what's coming in the door and forget about the business you've already won. However, the service your company provides to existing customers can have a dramatic impact on your sales and marketing results. Have a look at these incredible statistics:

1 // Happy Customers Are Easier to Sell and Pay More



It is **10x easier** to upsell existing customers than win new ones. If you're looking to grow revenue, start with your happiest customers.



62% of B2B customers spend more after they have a positive customer experience. Solve a customer's problem and they keep coming back.

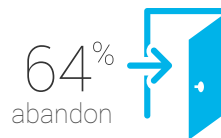


7 of 10 people are **willing to spend more** with vendors they believe provide great service. Price sensitivity goes away when customer service is great.

2 // Great Customer Service Can Boost Your Lifetime Value



Happy customers have a **6x higher LTV** than others. The odds that a happy customer renews after the first year of a subscription is 74%.



2/3 of B2B customers **drop a vendor after bad customer service**, and half of them will avoid that business for two or more years.



It is roughly **6x cheaper to keep an existing customer** than to acquire a new one. Satisfied customers are more likely to renew, too.

3 // Satisfied Customers Are the Best Referral Sources



1 in 5 B2B buying decisions start with a referral. Your happiest customers are also your best salespeople.



People are **4x more likely to buy when they are referred** by a friend, and referrals have a 16% higher lifetime value.



83% of customers are willing to refer after a positive experience. People feel great after their problem gets solved.

Want to learn more about how your customer service team is performing?
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