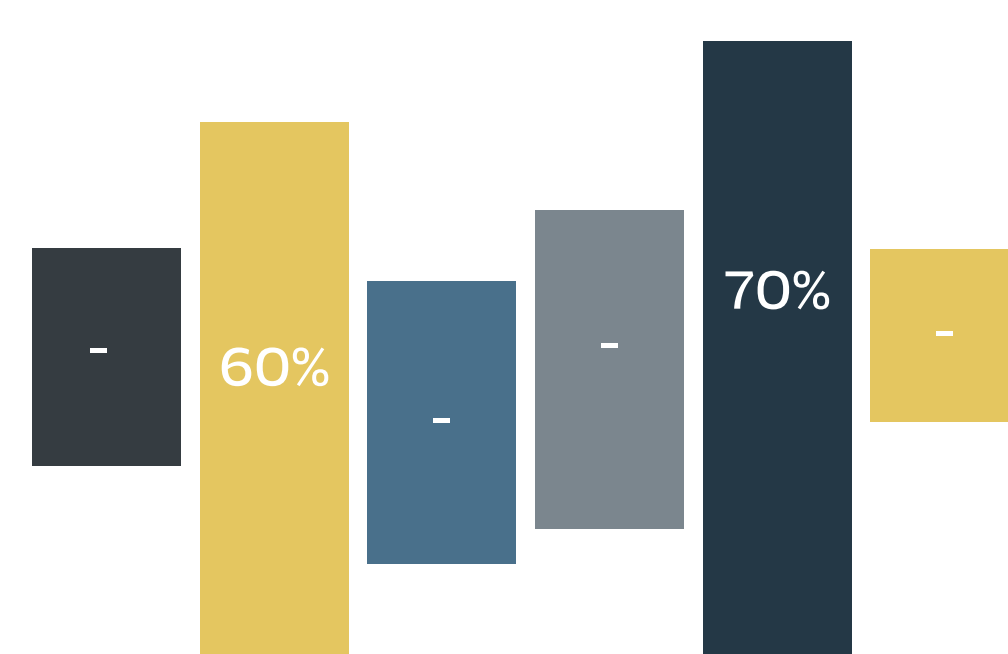


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## How Does Loyalty Affect the Bottom Line?



It costs 6-7x more to acquire a new customer than to keep a current one.



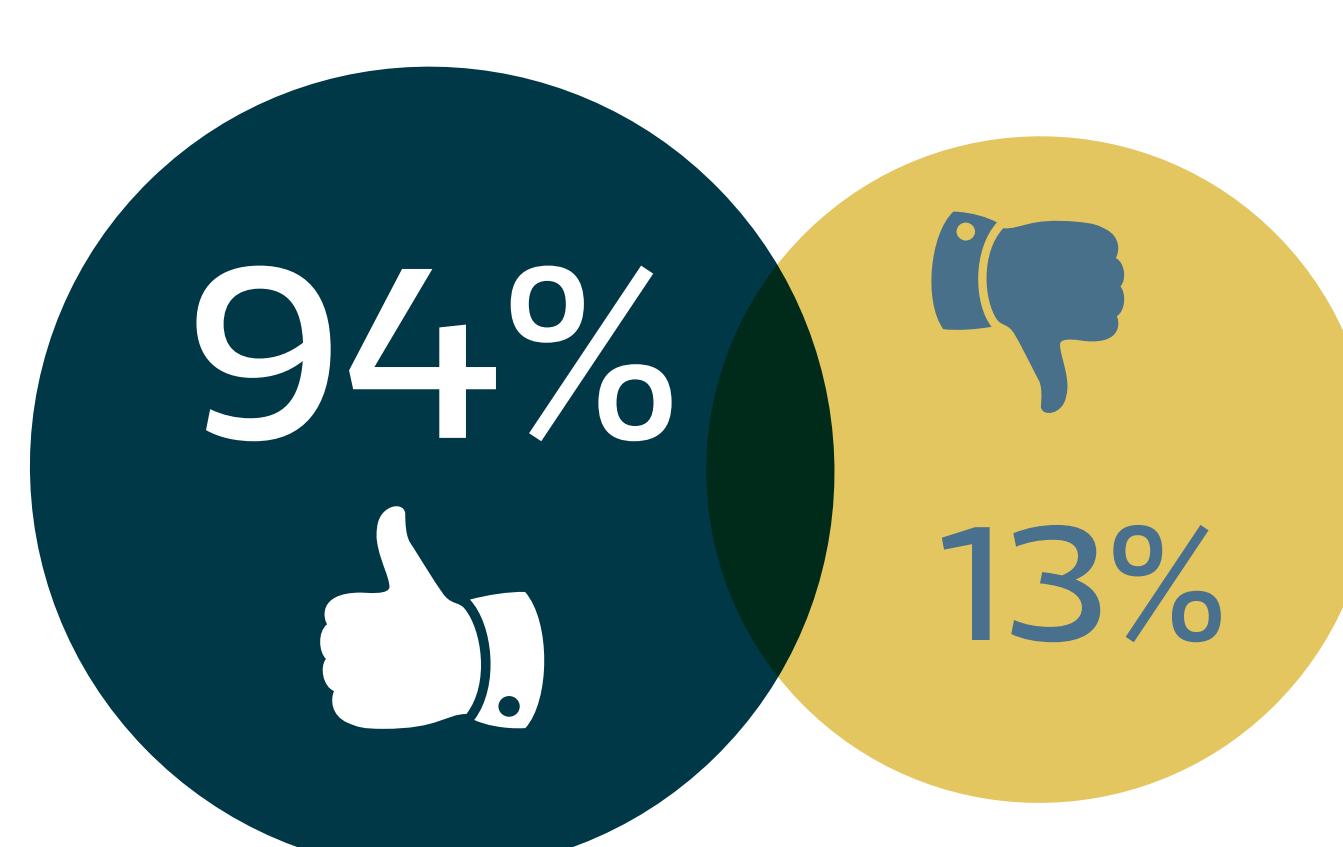
You have a 60-70% chance of selling to an existing client. With new ones, that drops to 5-20%.



Increasing customer retention rates by 5% can increase profits up to 95%

# 10x

Loyal customers are worth up to 10x as much as their first purchase.



94% of US customers will recommend a company whose CX is "very good", while only 13% will recommend a company whose customer service is "poor".

# 69%

of U.S. consumers say customer service is very important when it comes to their loyalty to a brand.



## How to Build Loyalty Through Responsive, Personalized and Seamless CX

90% of Americans use customer service to decide whether they'll do business with a company.

This means you should offer...



### Effortless CX

9 out of 10 consumers want an omnichannel experience with seamless service between communication methods.



Customers want fast responses to their queries. When it comes to CX, 90% of customers rate an "immediate" response (10 minutes or less) as important or very important.



Personalized service matters. Fast service is important, but 80% of consumers are more likely to purchase from a brand that provides personalized experiences.

Nearly 3 out of 5 consumers report that **good customer service is key** for them to feel loyalty toward a brand.



## Are You Prepared to Meet the Needs of Your Customers?

We can help!

itel is an international, award-winning customer experience partner with operations across the Caribbean, Latin America, U.S., and Canada. Through real-time sentiment analysis tools and historical data, itel provides meaningful and personalized CX journeys, filled with emotional connections that drive sales, loyalty, and customer satisfaction ratings.



To learn more about itel contact: [info@itelinternational.com](mailto:info@itelinternational.com)

[www.itelinternational.com](http://www.itelinternational.com)

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