

BAD LANGUAGE: The Cost of a Dissatisfied Customer

Do you know what it costs your shop if a customer leaves dissatisfied?

The statistics are alarming:

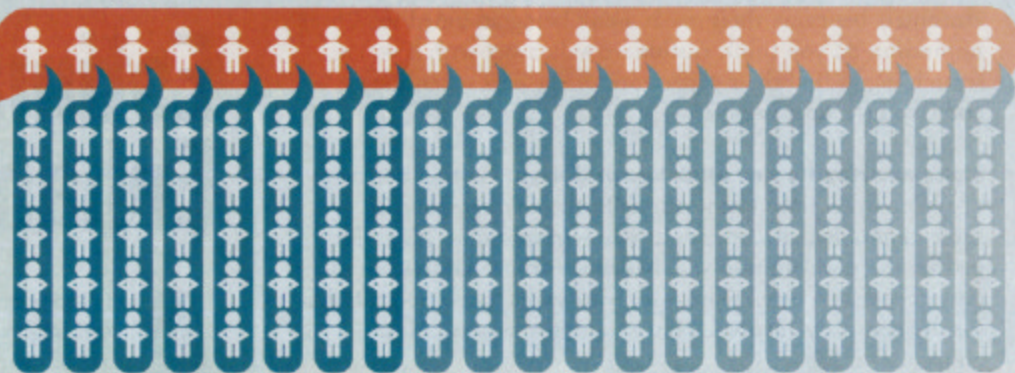


Of all the customers who may have a problem when they deal with your company, **only 1 in 25** people will complain to you about it.

Of those people, **only 1 in 10** will patronize your business again. The remaining **90 percent** take their business elsewhere.



Each unhappy customer will **tell 8 to 20** people about their bad experience with your shop.



Each of those 8 to 20 people will, in turn, **tell another 5 people** about that bad experience. The bottom line? For each customer who leaves unhappy, the cost is that customer plus the **loss of 48 to 120 potential customers.**

Your best customer is the one who takes the time to share a problem with you:

If a customer shares a problem with you and you don't resolve it, **20 percent** of those customers will still do business with you.

If you solve the problem, more than **50 percent** of customers will return to your business.

If you resolve the problem immediately and apologize and do everything else right, **85 percent** of those customers will return because you've shown them how important they are to you.