

1 of 4 Customers Will Not Come Back

Even If They Are Satisfied

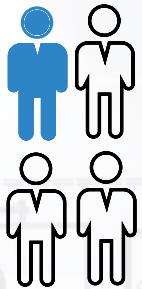
Researched by **Shep Hyken** and sponsored by **RingCentral**

We asked...

If you were to rate a customer experience on a scale of 1 to 5, how likely is it that you would return to this company or brand if you rated them a 3?

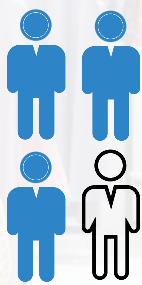
Note: 1 is bad, 2 is fair, 3 is average or satisfactory, 4 is good, 5 is excellent

The bad news is...



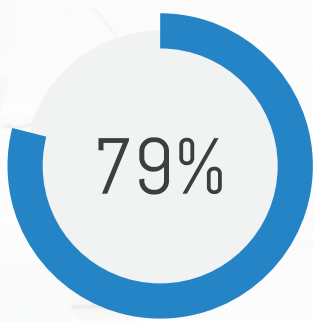
1 in 4 customers who have a satisfactory experience is not likely or will never come back.

The good news is...



3 out of 4 of your customers are likely or very likely to come back.

But...



79% of customers would switch to a competitor brand or company if they found out they provided a better customer experience.

The point is...

Satisfactory is not good enough.
Fine is NOT fine!

Download The 2024 State of Customer Service and CX Research at

www.hyken.com/research