

Loyalty Is Up for Grabs!

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

How Many Chances Will Customers Give You Before They Leave? We surveyed over 1000 customers on how many chances they would give a company after a bad customer service experience before switching to a new company.

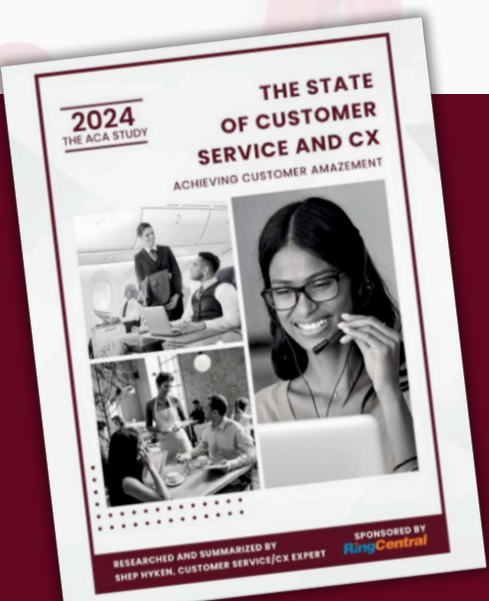


How many chances?	Regular Customer	Loyal Customers
1 Chance	22%	18%
2 Chances	43%	34%
3 Chances	22%	31%

On average, customers are likely to offer 2.2 chances to a company after a bad customer service experience and 2.7 chances if they are loyal.

The difference is barely more than 20%. In other words, loyalty is barely buying you an extra chance when there's a problem.

But the good news is that if you make the effort to make amends, 87% of customers will consider returning.



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