While it can be tempting to focus your efforts on acquiring new customers, research proves it’s returning customers who are worth the most to your business. Keeping in touch not only guarantees increased sales, but it ensures clients don’t flee to your competitors!

If you can make your clients feel special, they’ll be more likely to keep coming back and tell their friends. Here are 16 statistics that prove it’s worth the effort to keep in touch:

### BRAND LOYALTY

- The #2 reason people leave their advisors is inadequate or poor communication.  
- 71% of consumers have cut ties with a company over poor customer service.  
- Customers are 4x more likely to go to a competitor when the problem is service-related than price or product related.  
- Satisfied customers tell about 9 people how happy they are.  
- Dissatisfied customers tell an average of 22 people about their poor experiences.  
- 3 of consumers have cut ties with a company over poor customer service.  
- 8 said customer service helps keep them loyal to a brand, beating out price at 50%.  
- 78% said they show their loyalty by telling others about the brand.  

### EASE OF SELLING

- You only have a 5% to 20% chance of selling to a new prospect, but a 60 to 70% probability of selling to an existing customer.  
- Compared to new customers, existing ones spend 33% more money and are 50% more likely to try new products.  
- 77% of consumers prefer to get advice from a human being.  
- 69% of consumers said they show their brand loyalty by buying more products from the company.  
- It’s 50% easier to sell to existing clients than new ones.  

### REVENUE

- Even a 5% increase in customer retention can increase a company’s profitability by a whopping 25 to 95%.  
- Attracting new customers will cost your company 5-7x more than keeping your existing ones.  
- 80% of your company’s future revenue will come from just 20% of your existing customers.  
- Companies generate 60% higher profits than their competition when they make customer experience a priority.  
- 45% of consumers say they would be willing to shell out more money if it meant better customer service.  

Read the full article, “Why Client Retention Should be Your Top Priority.”

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**Sources:**  