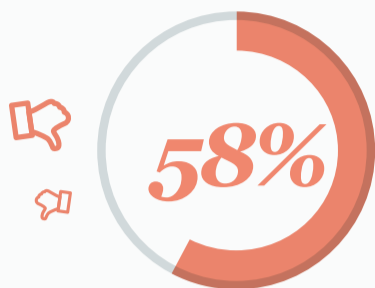


THE *DISAPPOINTED* CUSTOMER



Have seen no improvement in their relationship with businesses

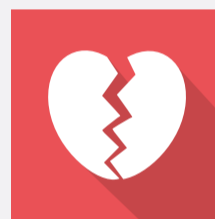


Will switch provider after just one negative experience



45% Will abandon purchasing after two separate interactions

59% Say they don't have a relationship



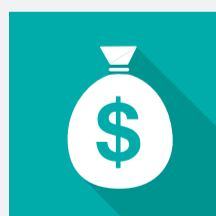
Will share a bad experience



Will not trust a company after one bad experience



A single customer could share a bad experience
357,000
times



\$1506
Average customer spend canceled due to bad experiences



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