

The hidden cost of dissatisfied customers

Your customers are the heart of your business, but discontent can bleed your bottom line. Let's break down the real price of dissatisfaction and see how investing in their happiness can help your business thrive.

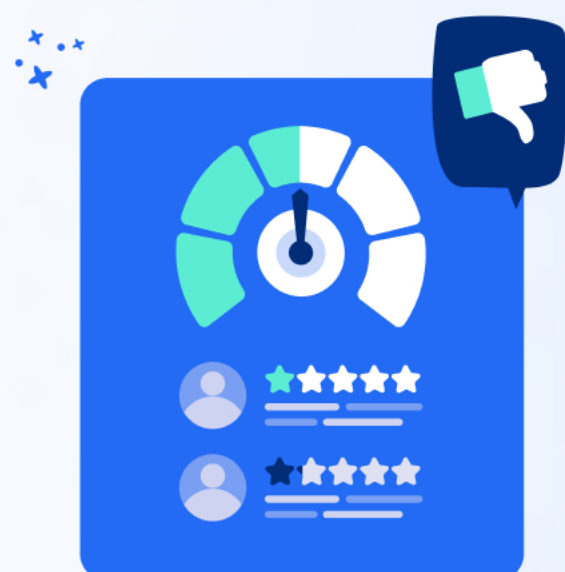


What is customer dissatisfaction?

Customer dissatisfaction is the negative feeling or attitude that customers develop toward a business, product, or service, due to unmet expectations or needs. It can be measured via surveys, reviews, social media comments, net promoter score and other feedback avenues.

What causes customer dissatisfaction?

- ✖ Poor customer service
- ✖ Low product quality
- ✖ Missing customer data
- ✖ No self-service options
- ✖ Lack of personalization



Financial impact

A poor customer experience (CX) can have a significant impact on your bottom line, affecting revenue and expenses alike.

6 to 7

Acquisition costs

It costs 6 to 7 times more to acquire a new customer than to retain an existing one ([Kolsky](#)).

4x

Revenue loss

Customers are 4x more likely to buy from a competitor if the problem is service related rather than price or product related ([Bain & Company](#)).

Operational costs

Unhappy customers not only increase operational costs but also strain employee resources.

16.5%

Service expenses

Handling complaints, refunds, and repeated contact drives up operational costs. In 2022, 16.5% of online purchases were returned, representing \$212 billion ([National Retail Federation](#)).

42%

Employee churn

The demanding task of managing customer dissatisfaction can lead to higher employee burnout and turnover rates in the service sector. In 2021, the contact center attrition rate was 42% ([NICE](#)).

\$4,683

Hiring cost

The average cost-per-hire is \$4,683, with an average time-to-fill of 36 days. ([SHRM](#))

Brand reputation

Some customers are also not quiet about their displeasure — and their negativity can have lasting repercussions.

98%

86%

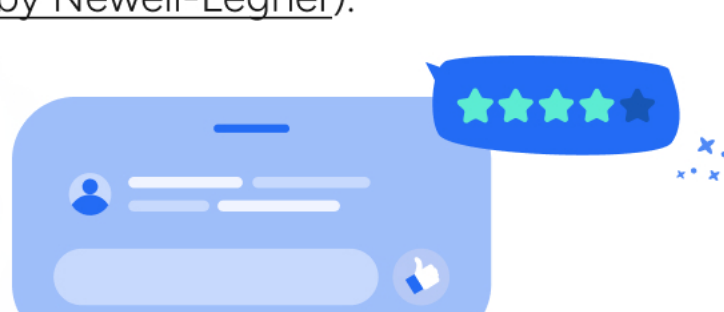
Negative influence

98% of shoppers say reviews are an essential resource when making purchase decisions. ([PowerReviews](#)). And 86% of consumers report that they're hesitant to purchase from a business with negative reviews ([Reputation X](#)).

12

Experience recovery

It takes 12 positive customer experiences to make up for one negative experience ([Ruby Newell-Legner](#)).



Opportunity costs

Redirecting resources towards replacing dissatisfied customers who have left can limit investments in other areas — such as enhancing the experience (and loyalty) of existing customers, and innovations that fuel overall growth.

2.4X

Investment impact

Companies that prioritize innovation generate an economic profit 2.4 times higher than competitors who don't ([McKinsey & Company](#)).

\$35B

Retention savings

U.S. companies could save over \$35 billion per year by focusing on keeping their existing customers happy ([CallMiner](#)).



Turn costs into opportunities

Investing in exceptional customer experience is not just about retaining customers; it's about safeguarding your brand, reputation, and bottom line. Every interaction is an opportunity to create value and loyalty. By prioritizing CX, you not only mitigate the risks of dissatisfaction but also unlock the potential for long-term growth and success.