

## Critical Customer Service Statistics (part 2)

According to Michael LeBoeuf's book *How to Win Customers and Keep Them for Life*, customers leave businesses for the following reasons. Take special note of why the largest percentage of customers departed.

- 3%** moved and the business was no longer easily accessible.
- 5%** developed other relationships that attracted the customer's business.
- 9%** left for competitive reasons; the customer found better products/service with another vendor.
- 14%** were dissatisfied with the product or service.
- 68%** left because of an attitude of indifference toward the customer by the owner, manager or other employees.