

# The Crushing Cost of Bad Customer Service

In spite of the billions spent on customer service, brands can't seem to keep up with evolving customer expectations. But for the modern enterprise, delivering a VIP customer experience can be a lifeboat, and anything short of that will grossly impact the bottom line.

**\$136B**

lost by US businesses each year due to customer churn

**9.5%**

of revenue is at risk due to bad experience

**5-25x**

more expensive to attract new customers than retain existing one

**80%**

of customers say the experience a company provides is just as necessary as its products or services

## More choice, more demands



of customers believe an "immediate" response is essential

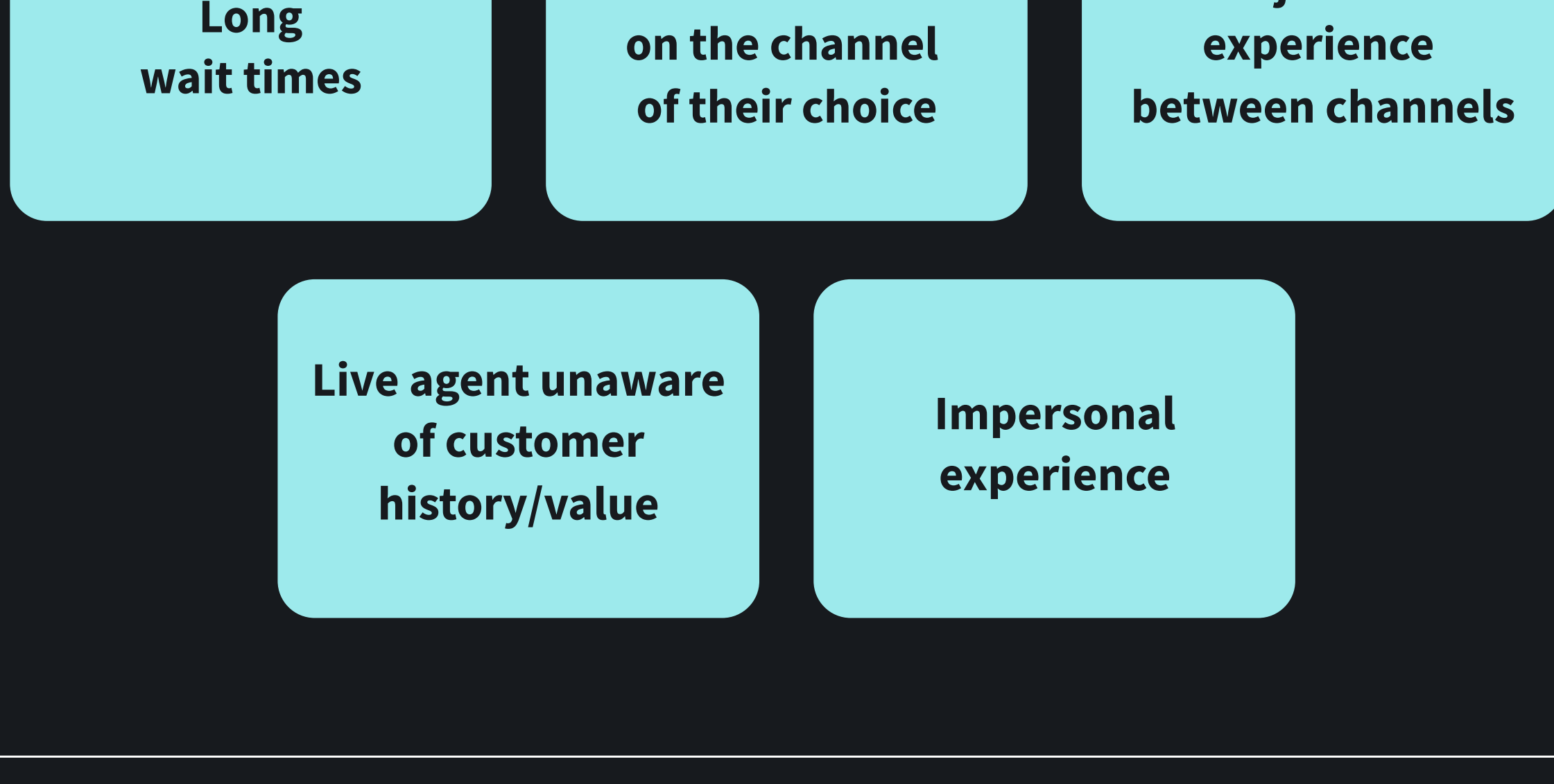
**50%**

of customers will switch to a competitor after one bad experience

**80%**

of customers will switch to a competitor after more than one bad experience

## Why customers flee



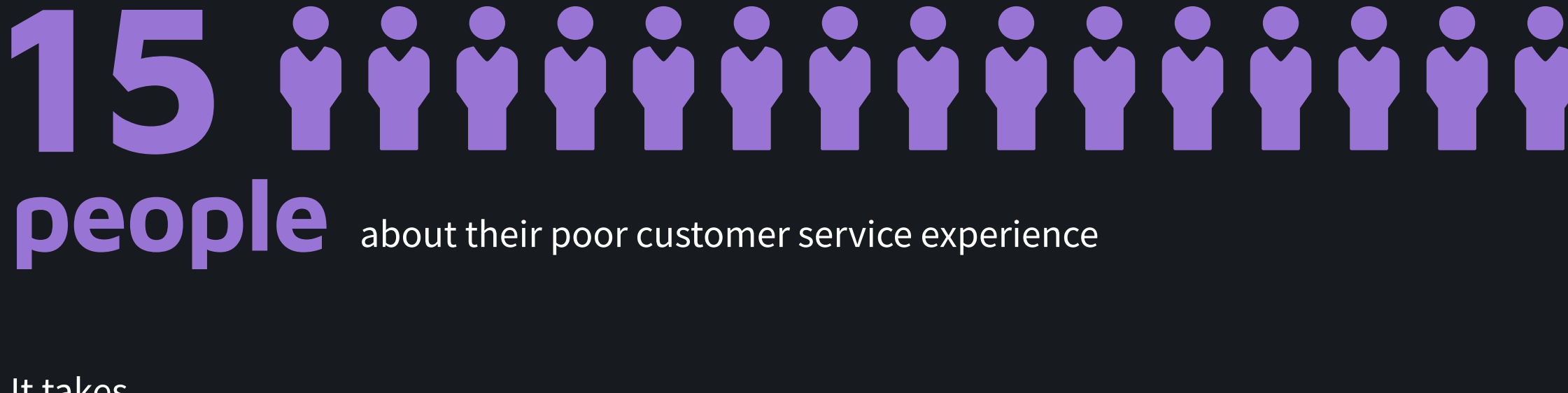
## Reputation counts

**A bad reputation spreads fast:**



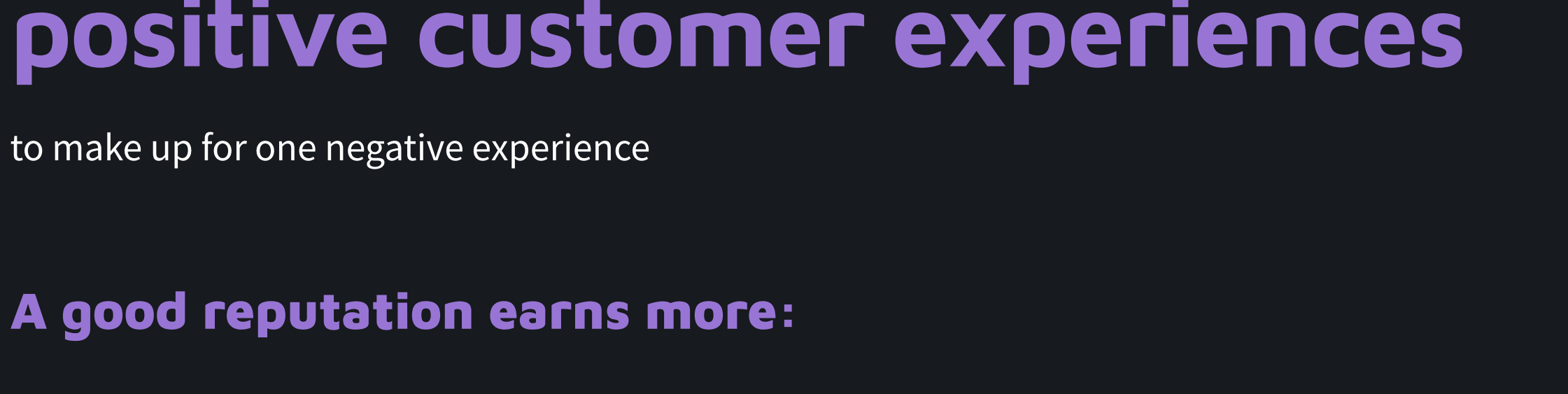
of customers will tell someone about unsatisfactory support

A customer will tell



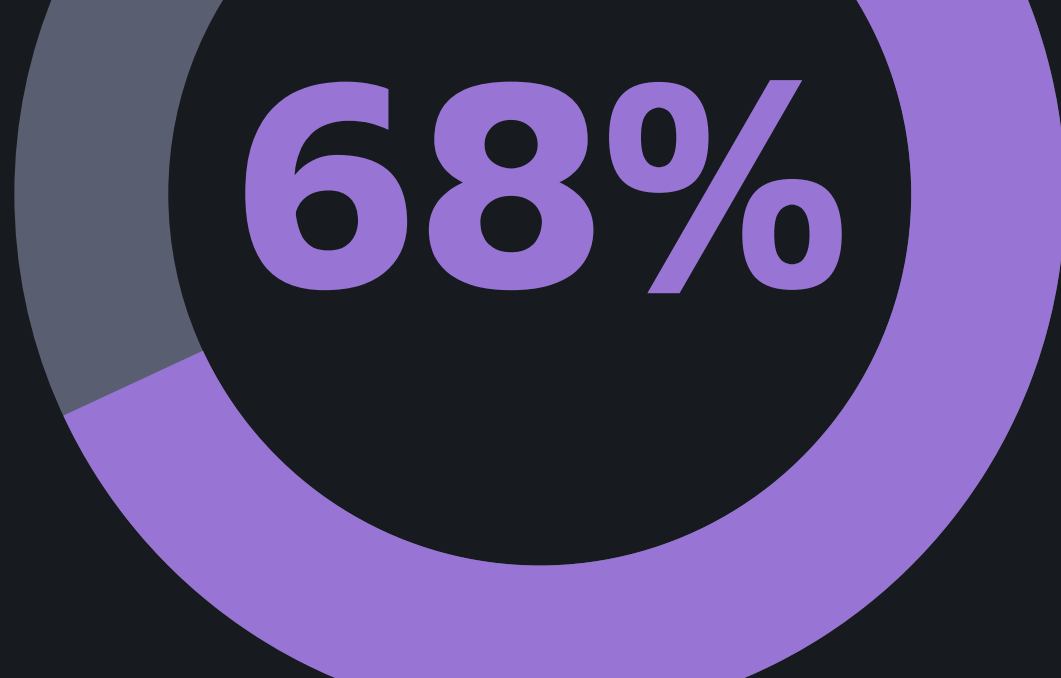
people about their poor customer service experience

It takes



positive customer experiences to make up for one negative experience

**A good reputation earns more:**



of customers say they are willing to pay more for products and services from a brand known to offer good customer service experiences

Customers will pay

**17%**

more for a company with a good CX reputation

For

**86%**

good customer service turns one-time clients into long-term brand champions

## An investment in CX pays off

**↑5% retention = ↑25-95% sales**

**4-8%**

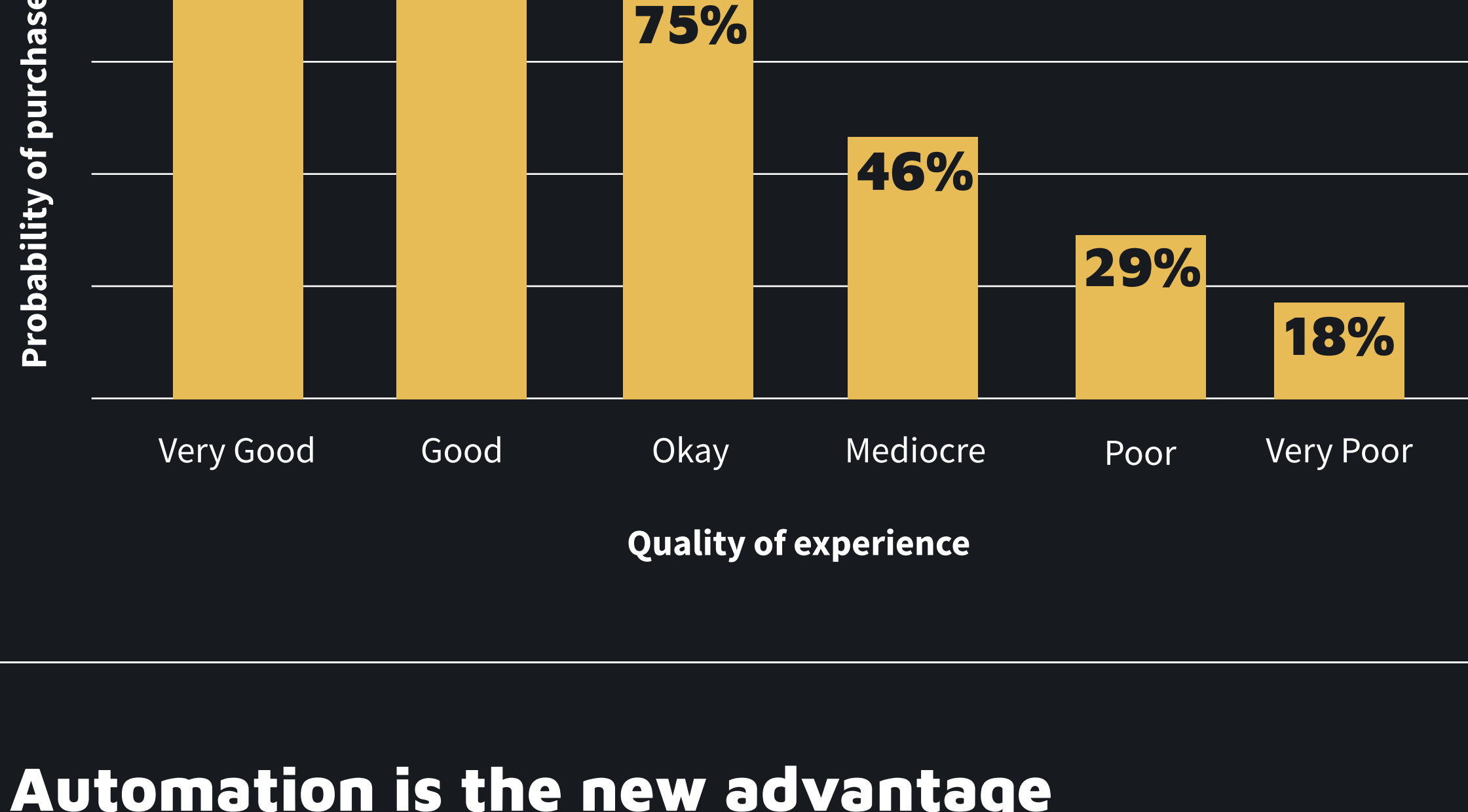
above-market revenue growth when prioritizing better customer experiences

**93%**

of customers are likely to make repeat purchases as a result of excellent customer service

**29%**

increase in conversion from customers engaging with proactive messages



## Automation is the new advantage

Providing VIP experiences at scale is expensive and complex.

Automation is the key to making it a reality.

**Customers prefer to help themselves:**



of customers prefer self-service over human assistance



of customers first try to resolve their issue independently

**Offer consistent experiences on more channels without extra headcount:**

**3X**

social commerce sales by 2025

**58%**

of consumers say the ability to reach CS on preferred channel influences decision to buy

**Connected customer data to personalize every interaction:**

**76%**

of customers expect personalization and tailored experiences

**2X**

as many complex interactions via integrations

## The benefits of an AI-powered chatbot according to enterprise execs

We asked our enterprise clients what they like most about AI-powered automation with Ada.

**Cost-effective**

**75%**

experienced reduced operational costs

**Increased loyalty**

**71%**

saw an increase in customer satisfaction

**Efficient**

**88%**

saw reduction in email, chat, and phone inquiries

**Rapid time to value**

Reduced cost per conversation to

**1/10**

of the cost in weeks

## Reach out to introduce cost-saving, revenue-driving support.

Ada is an Automated Brand Interaction company that bridges the gap between brands and the people they care about. The world's most innovative brands, like Zoom, Meta, and Square, use Ada's award-winning platform to automate their most valuable interactions, bringing a true VIP experience to every customer and employee.

The digital-first company was born in Canada and now serves brands and people worldwide. For more information, visit [www.ada.cx](http://www.ada.cx).

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