

ECONOMICS OF CUSTOMER RETENTION



According to research conducted by Bain & Company, **increasing customer retention rates by a mere 5% could increase profits by 25 to 95%** depending on the industry.



The probability of selling to an existing customer is **60-70%** while the probability of selling to a new prospect is **5-20%**.
(hubspot.com)



Acquiring a new customer is anywhere from **5 to 25 times** more expensive than retaining an existing one.
(bain.com)



After building a relationship, customer spend grows alongside trust. Eventually, loyal customers spend **67%** more than new ones.
(hbr.org)



U.S. companies lose **\$136.8** billion per year due to avoidable consumer switching.
(callminer.com)



A mere **2% increase in customer retention** can lower costs by as much as **10%**.
(hbswk.hbs.edu)