**Facts about Customer Service**

* Eighty percent of customers who are unhappy with their service won’t come back.
* When customers are unhappy with service
  + 60 percent will blame the company
  + 34 percent will blame the sales representative
* A typical dissatisfied customer will tell eight to 10 people of their dissatisfaction.
* Most customer dissatisfaction comes from the indifference of a specific individual.
* The only thing people remember longer than good service is bad service.
* If a complaint is resolved on the spot, 95 percent will do business with you again.
  + 93 percent expect a problem to be resolved within a week.
  + 28 percent expect a problem to be resolved within 24 hours.
  + 17 percent expect a problem to be resolved immediately.
* It costs six times more to attract a new customer than it does to keep an old one.
* Service is an attitude, not a department.
* It is easier to explain the price than to apologize for the quality.
* Exceed customer expectations (Disney).
* Be prepared to go the extra mile. There is less competition out there.