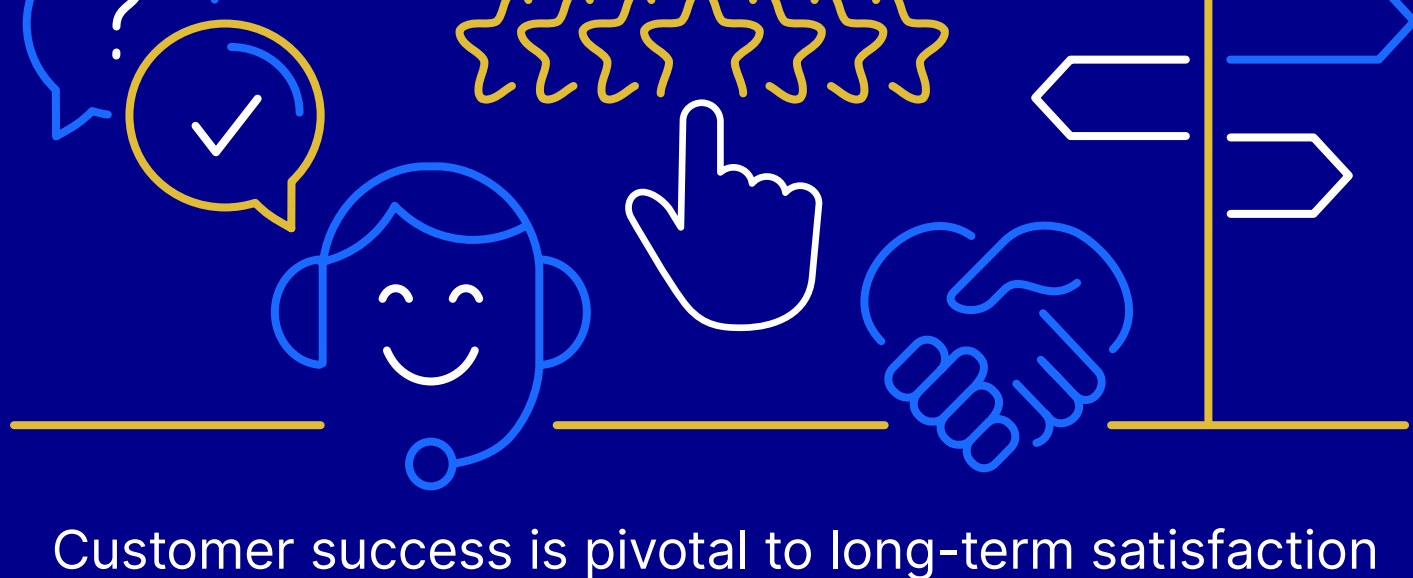


## Beyond the sale: 7 reasons the real customer journey starts after purchase



Customer success is pivotal to long-term satisfaction and loyalty, yet 37% of organizations don't have a clearly defined strategy.<sup>1</sup> Here are 7 reasons post-purchase engagement is just as important as acquisition:

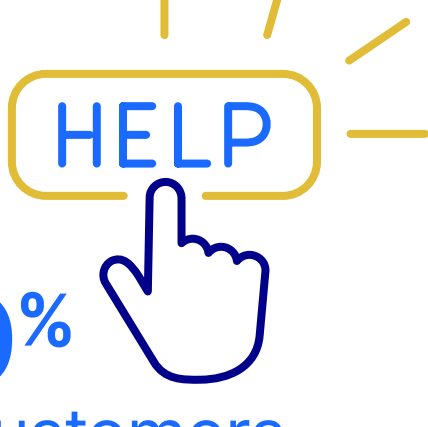
### 1 Expectations are skyrocketing

**93%**  of customer service teams say customers have higher expectations than ever<sup>2</sup>

 **Two-thirds** of customers feel that companies are not responding fast enough to changing needs<sup>3</sup>

### 2 Loyalty is a moving target

 **More than one-third** of customers aren't loyal to brands<sup>4</sup>

 **70%** of customers are ready to jump ship at the click of a button<sup>5</sup>

### 3 Retention pays off

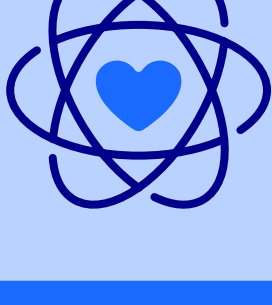
 Organizations must acquire **3 new customers** to make up for each 1 they lose<sup>6</sup>

 Satisfied customers are **20 to 30%** more likely to stay and cost less to maintain<sup>7</sup>

### 4 Loyal customers reign supreme

**80%** of value creation comes from unlocking new revenues from existing customers for the most successful growth companies<sup>8</sup>




 **Loyal customers** have a higher lifetime value compared to one-time or occasional buyers

### 5 The power of post-purchase communication

 Ongoing communications can make or break customer satisfaction

Companies grew revenue **41% faster** when they focused on improving customer experience via omnichannel communications<sup>9</sup>



### 6 Investing in customer success is a game-changer

Companies retain **2.2 times more** customers per year when they prioritize customer success throughout the customer journey<sup>10</sup>



Companies have, on average, **10% greater** expansion rates & **2% greater** retention rates when they monetize customer success<sup>11</sup>



### 7 Your competitors are catching on

 Roles in customer success are experiencing **34% growth** year over year<sup>12</sup>

 Recurring revenue **grows 9%** when companies give customer success responsibility for renewal and revenue for upsells vs companies that leave it to sales<sup>13</sup>

Unlock the secrets of post-sale customer engagement.

[Get started](#)