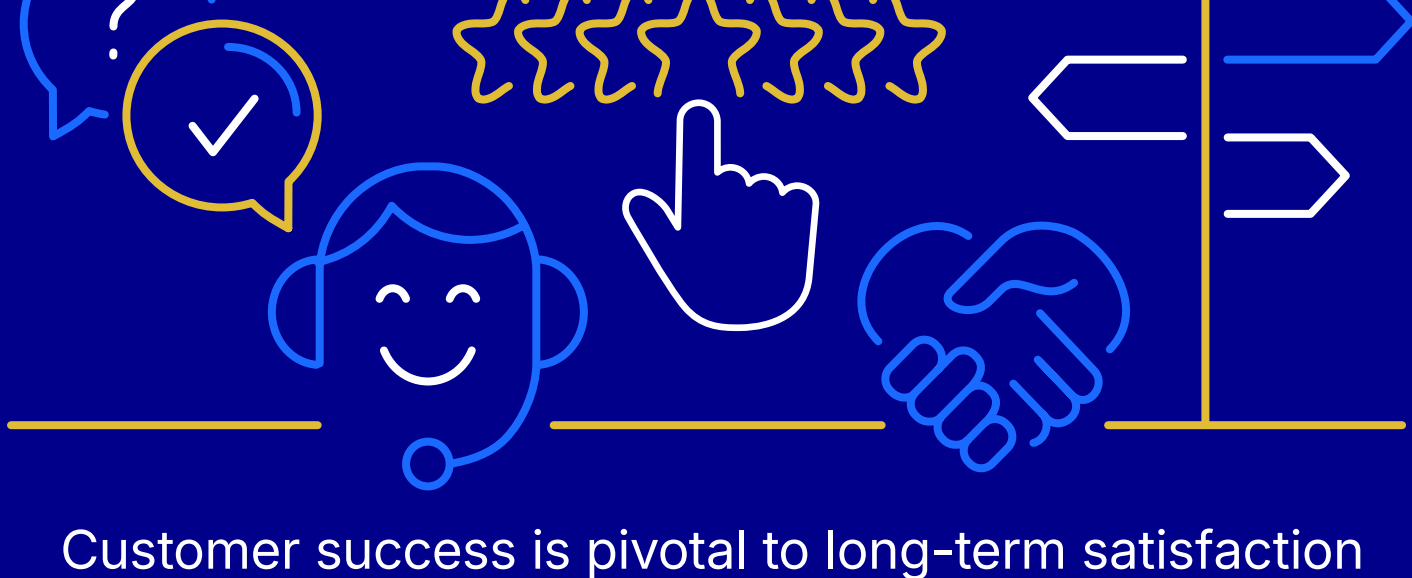


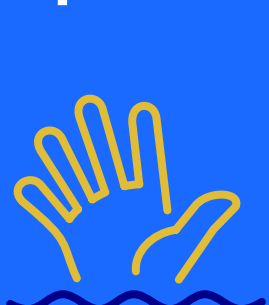
Beyond the sale: 7 reasons the real customer journey starts after purchase



Customer success is pivotal to long-term satisfaction and loyalty, yet 37% of organizations don't have a clearly defined strategy.¹ 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 ever²



Two-thirds of customers feel that companies are not responding fast enough to changing needs³



2 Loyalty is a moving target

More than one-third of customers aren't loyal to brands⁴



70% of customers are ready to jump ship at the click of a button⁵

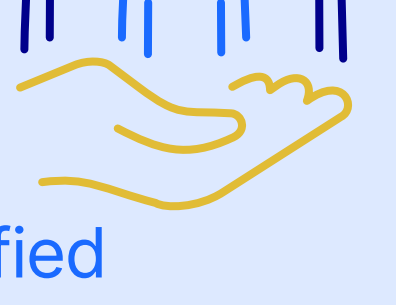


3 Retention pays off

Organizations must acquire **3 new customers** to make up for each 1 they lose⁶



Satisfied customers are **20 to 30%** more likely to stay and cost less to maintain⁷

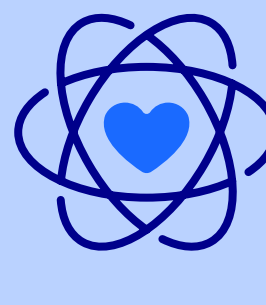


4 Loyal customers reign supreme

80% of value creation comes from unlocking new revenues from existing customers for the most successful growth companies⁸



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

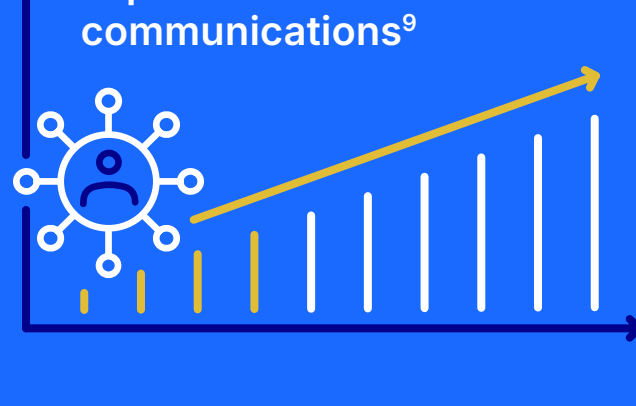


5 The power of post-purchase communication

Ongoing communications can make or break customer satisfaction



Companies grew revenue **41% faster** when they focused on improving customer experience via omnichannel communications⁹



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 journey¹⁰



Companies have, on average, **10% greater** expansion rates & **2% greater** retention rates when they monetize customer success¹¹



7 Your competitors are catching on

Roles in customer success are experiencing **34% growth** year over year¹²



Recurring revenue grows **9%** when companies give customer success responsibility for renewal and revenue for upsells vs companies that leave it to sales¹³



Unlock the secrets of post-sale customer engagement.

Get started

1 SurveySparrow, Planning for Customer Success Strategies 2021: Takeaways from State of CS 2020
2 Forbes, 15 Stats About Post-Covid Customer Service, 2022
3 Harvard Business Review, Keeping Up with Customers' Increasingly Dynamic Needs, 2022
4 Forbes, The Death Of Brand Loyalty, 2023
5 Salesforce, State of the Connected Customer 4th Ed.
6 McKinsey & Company, On Experience-Led Growth: Focusing on existing customers to unlock growth, 2023
7 Ibid.
8 McKinsey & Company, Experience-led growth: A new way to create value, 2023
9 Aspire Customer Communications Services, The Future of CX in 2024
10 Forrester, Customer-Led Growth Is Getting More Attention Among B2B Firms: Should You Care?, 2023
11 LinkedIn, The Iceberg of Customer Success Profitability & Scale, 2022
12 LinkedIn, 2020 Emerging Jobs Report
13 LinkedIn, The Iceberg of Customer Success Profitability & Scale, 2022