**TEXT FOR INFOGRAPHIC**

**When Customers Engage Businesses Flourish**

When your customers are happy and your business becomes an essential part of their lives…you experience

* boost profits by 25% to 95% with 5% increase in [customer retention](https://www.annexcloud.com/customer-retention-solutions)
* 65% of your business comes from repeat customers.
* 60% of [loyal customers](https://www.annexcloud.com/blog/loyal-customers-or-advocates/) will talk about YOU with their friends and family.
* 60-70% probability of selling to an existing customer

When your customers are not ecstatic, you are stuck with stagnant growth and dropping retention rate …it costs you

* 5x higher cost to acquire new customers than retain existing ones
* costs 16 times more to build a long-term relationship with a new customer.
* 5% to 20% probability of selling to a new prospect