

## HELPING YOU

**Solve Your Problems, Develop and Build Trust,  
and Achieve Your Goals**

- Developing Leaders
- Engaging Stakeholders
- Solidifying Communication

**ARE YOU READY** to bring a CX or Stakeholder Relations leader in-house, within your mid-large-sized B2B organization?

Someone who can create measurable impact, drive change, and coach/mentor and lead your next generation of leaders?

**Industries:** Healthcare, Insurance, Manufacturing, Logistics

## Driving Customer Experience Excellence in B2B Organizations

**If Your People Do Not Understand  
What Makes You Unique and  
Valuable Your Clients NEVER Will!**

**As a Customer Experience and Stakeholder Relations Leader,  
I will work with you to:**

- \* Define and develop your uniqueness
- \* Define who you are valuable to and why
- \* Build/Improve your customer experience system
- \* Create a Brand Story that resonates
- \* Develop the tools so your teams function as one unit with one purpose
- \* Drive change, growth, engagement, value and profits

**LET'S TALK!**



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# Five Results of Bad Customer Experience

## 1. Massive Revenue Loss

**\$3.7 trillion in global revenue** is at risk annually due to poor customer service (Qualtrics XM Institute, 2024).

In the U.S. alone, **\$856 billion is lost** each year from bad customer experiences—an increase from a previous estimate of \$75 billion.

## 3. Reduced Customer Lifetime Value

A single bad experience can cause a **33% drop in customer lifetime value** (CallMiner Churn Index, 2020).

Businesses spend **5–25 times more to acquire a new customer** than to retain an existing one (Harvard Business Review).

## 2. Customer Defection

**61% of customers** say just **one bad experience** is enough to switch to a competitor (Zendesk, 2023).

**73% will leave** after **two bad experiences** (PwC Future of CX Report, 2018).

Up to **96% of unhappy customers don't complain, they just leave** (TARP Worldwide).

## 4. Brand Damage Through Word-of-Mouth and Reviews

A dissatisfied customer tells **9–15 people** about their bad experience; happy customers tell about 6 (American Express).

**86% of people hesitate to buy** from businesses with bad online reviews (BrightLocal, 2023).

## 5. Erosion of Trust, Loyalty, and Brand Equity

Bad customer service turns your brand into a **low-value, easily replaceable commodity**.

Inconsistent messaging and lack of accountability **erode customer trust**, leading to **mistrust, confusion, and abandonment**.



**Ben Baker**