

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 Communications, CX or Stakeholder Relations leader in-house, within your mid-large-sized B2B organization?

Company transformer through AI integration. I create measurable alignment and impact, drive change, and coach/mentor and lead your next generation of leaders?

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 Communications, Customer Experience,
and Stakeholder Relations Leader,**

- * 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!



Ben Baker

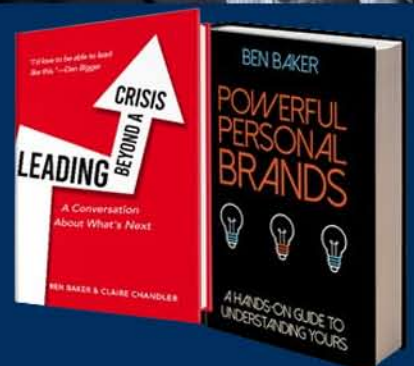
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Five Results of Bad Customer Experience

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

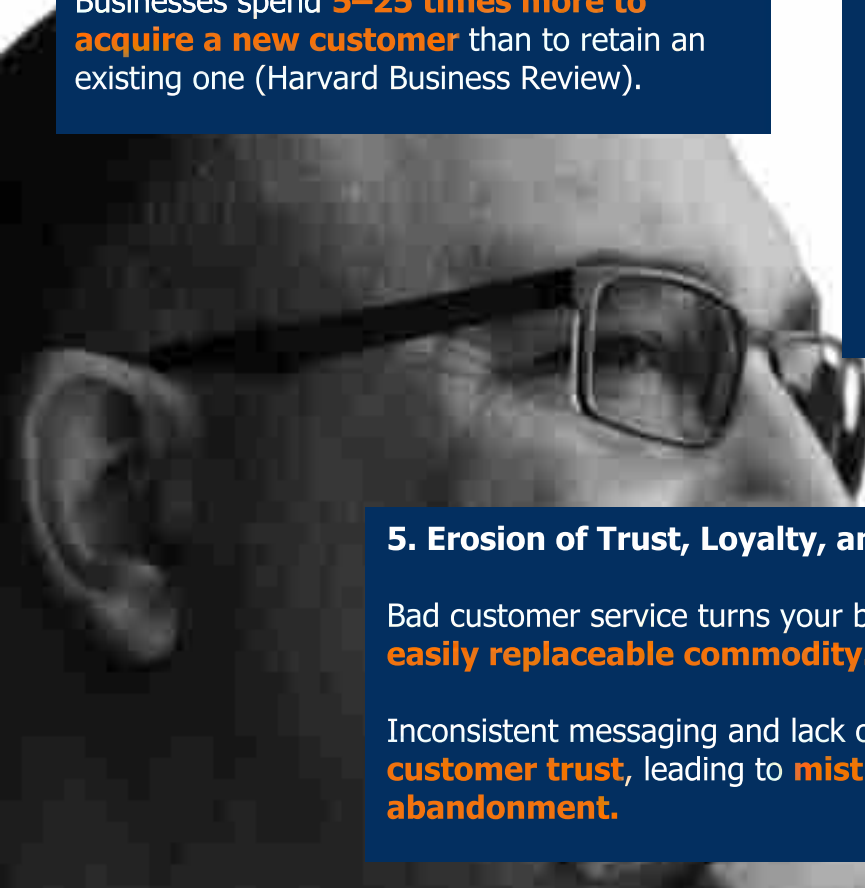
A dissatisfied customer tells **9–15 people** about their bad experience; happy customers tell about 6 (American Express).

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**.



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