

Improving The Post-Purchase Customer Experience

You've just made a big sale, but the customer's journey is not over yet. What happens after the sale is just as important to your business, if not more.

Businesses often focus on attracting new customers; and while doing so is an important aspect of growth and success, making your customer happy even after the sale is equally important. Read on to learn more about the importance of customer retention.

The Importance of the Post-Purchase Experience

93%

of consumers are influenced by online reviews³

of customers stop buying from a business due to bad customer service²

<u>25-95%</u>

5% better customer retention can help boost profits by 25-95%1

Only 18% of businesses are focused on retention¹

Acquiring

a new

customer is

5-25x more

expensive than retaining one¹

> want proactive delivery updates⁴

of consumers

of consumers like being contacted

after the sale4

53% of consumers

value personal experiences over discounts4

65% of online shoppers won't buy again after a bad delivery⁵

60% of consumers will buy again if they

can choose how to communicate with the company⁵

consumers-report-suggests | 4 see.narvar.com/rs/249-tec-877 | 5 content.internetretailing.net/acucustom/sitename/dam/041/ focusing_on_post-purchase_experience_to_boost_customer_retention

1 brandwatch.com/blog/ways-to-improve-post-purchase-customer-experience | 2 csp.com/customer-experience-after-the-saleare-you-missing-these-opportunities | 3 thedrum.com/news/2017/03/27/online-reviews-impact-purchasing-decisions-over-93-

Post-Purchase Experience

Ways to Improve the



Offer secure payment processing

Provide proactive delivery updates

Ensure on-time shipping

Make returns and refunds

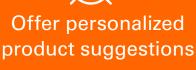


communication options



feedback surveys





loyalty programs

easy for customers

Conclusion

Improving the post-purchase experience can help boost customer satisfaction, improve your brand's perception, and turn new customers into returning ones - all

of which can help your business thrive and grow over time.

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