

Customer Retention Bullets

USA Today:

Video is the single most effective form of communication, much more so than text or pictures

Marketing VOX:

63.9% of 5,000 people watched a video sent via email to completion. The average email viewer will only spend 8 seconds reading an email.

Interactive Advertising Bureau:

Video is now the fastest-growing segment of the internet advertising market. Digital video amounted to \$477 million in revenue in the first half of 2009, up 38% from the same time period in 2008.

Customer Loyalty:

Experts say that retaining the right customers or winning back defecting customers can be accomplished by a few single steps, the most important being; communicate with customers

Gallop Survey:

Good service is not enough. A customer who is “emotionally connected” to your place of business is likely to spend 46% more money than a customer who is merely “satisfied” but not emotionally bonded.

Loyalty Experts:

“Even the very basic act of re-communicating with existing customers, with any kind of formal program, gets you tremendous returns”. “In other words, people do want to be engaged, not only on a functional or rational level, but they want to know that you care, and the want to hear from you.

Right Now Technologies:

They have found that communication, by phone, email, direct mail or, if need be, in person, can keep a customer on the verge of defection from leaving. The human touch goes a long way.

Business Week:

60% and 80% of defecting customers describe themselves as “satisfied” just before they leave.

Forbes:

Think you can't afford one of these systems? Think again. Video technologies used to be too expensive for small businesses like mine. New technologies are hitting the market and making it easier for small fry to play big.

Alliance Inc.:

“One of the biggest business growth opportunities today is to focus on engagement. Companies that make engagement fundamental to their business cannot be touched by their competitors. They enjoy more profits during good times. It truly is an untapped opportunity just waiting for those who will grab it”.