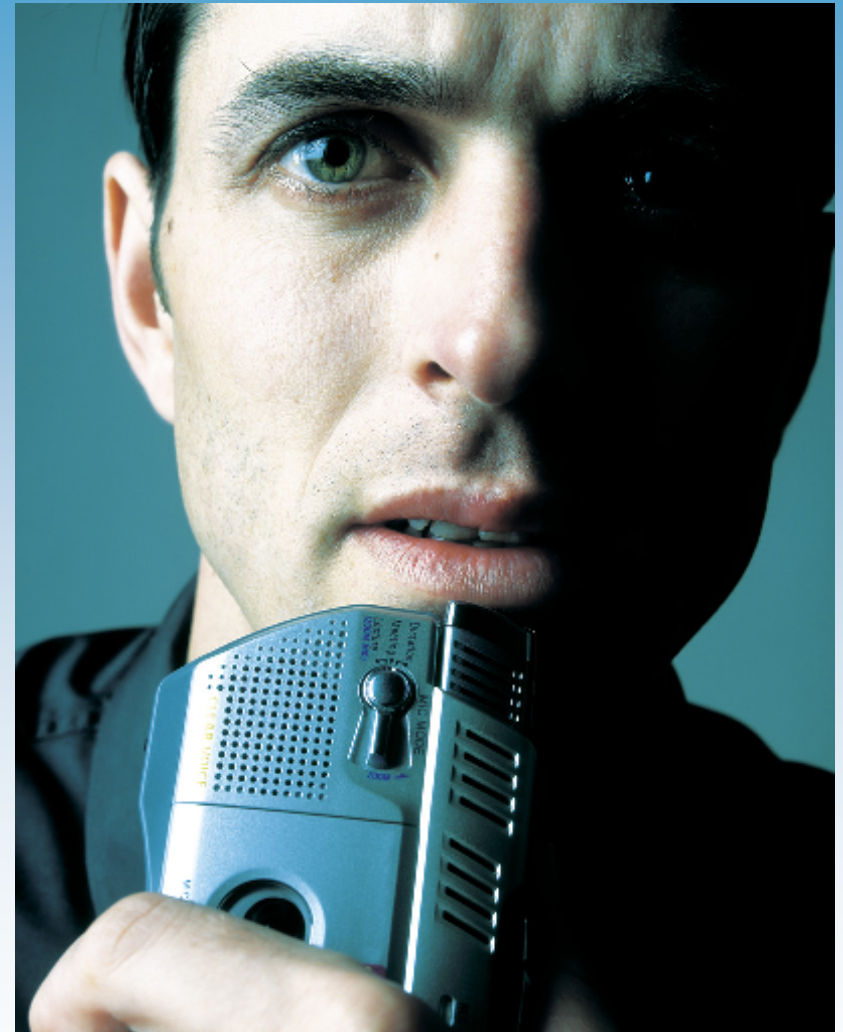


Understanding Why Customers Leave ...

- 1% - Death
- 3% - Move Away
- 5% - Buy from a Friend
- 9% - Sold by a Competitor
- 14% - Product/Price
- 68% - Perceived Indifference – they think you don't care

What are you DOING to SHOW your customers that you CARE?



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