

# FROM RELATIONSHIPS TO REVENUE:

Why connection is still key to lasting business growth

**Jeremy Peterson**

Regional Sales Manager, Cheetah



## AGENDA

- Market trends
- Bridging the digital divide
- Growing your business by retaining your business
- Retaining business through relationship building
- Takeaways



# DIGITAL

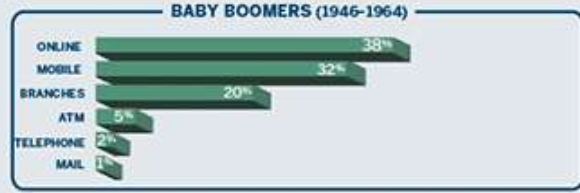
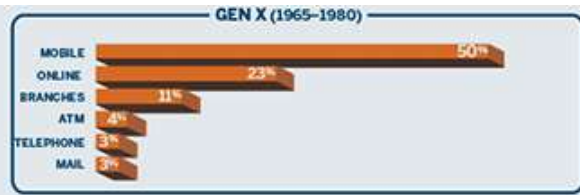
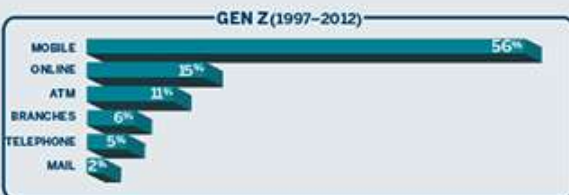
## How Americans Bank: Most-Used Banking Methods

Mobile app banking is most preferred



Source: Morning Consult, on behalf of American Bankers Association, conducted an online survey of 2,211 U.S. adults from Sept. 16-17, 2022.

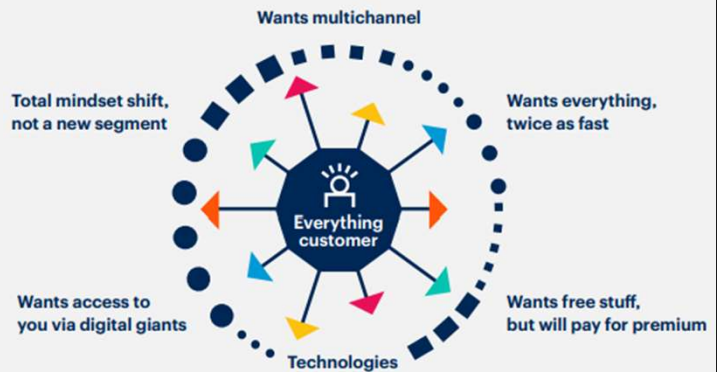
## Different Generations Bank Differently



Source: Morning Consult, on behalf of American Bankers Association, conducted an online survey of 2,211 U.S. adults from Sept. 16-17, 2022.

# ON-DEMAND AND CONVENIENT

## Your new customer



Source: Gartner

## CLIENT RETENTION

- **Affordability:** It's **6 to 7 times more expensive** to acquire a new customer than it is to retain an existing customer.
- **ROI:** A **5% increase in customer retention** can increase company revenue by **25-95%**.
- **Loyalty:** Retained customers **buy more often and spend more than newer customers**. They've learned the value of a product or service and keep coming back, again and again.
- **Referrals:** Satisfied, loyal customers are more likely to sing a company's praises and **refer their friends and family** – bringing in new customers, free of charge.

Source: Hubspot (<https://blog.hubspot.com/service/customer-retention>)

## OLD SCHOOL RELATIONSHIP BUILDING

- Engagement
- Expertise
- Education
- Communication

## TAKEAWAYS

- Strengthen client relationships by being their trusted advisor with expertise and education - then show them the way forward with your services.
- Set the right tone with your clients and your staff with where they are with technology today, for both retention and recruitment purposes.
- Implement technology to run seamlessly - automation, workflows, strong reporting, mobile capabilities, and digital account opening.