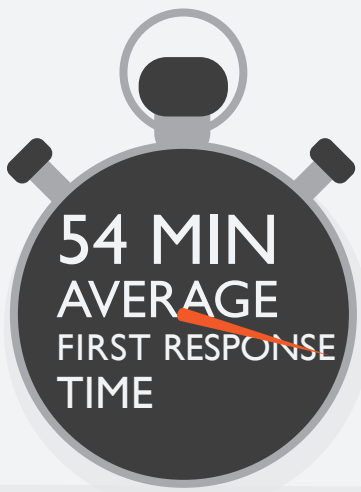


# HOW WINDWARD IS MAKING THE CUSTOMER EXPERIENCE BETTER

## THE WINDWARD DIFFERENCE

**92%** RENEWAL RATE



- ✓ Unlimited Support
- ✓ Screen Share Assistance
- ✓ Free Training Webinars
- ✓ Documentation Wiki
- ✓ Monthly updates
- ✓ Major Point Releases Annually

“Windward has put together a Wiki based user guide and has the best tech support I have ever worked with. For the rare occasions that we get stuck trying to convert a report the help is plentiful.”

-Anthony Vengrofski, GTECH Printing Company

“Whenever I have an issue, I submit it to technical support and they always answer within the same day, mostly within a couple of hours.”

-Juriaan quote from ITCS

## THE COST OF BAD TECHNICAL SUPPORT

**\$75 BILLION LOST**

U.S. based companies lose an estimated **\$75 Billion per year** due to poor customer service.  
-NewVoiceMedia



**33%** of Americans say they'll consider switching companies after **just a single instance of poor service.**



After one negative experience, **51% of customers** will never do business with that company again.

## THE ROI OF GREAT TECHNICAL SUPPORT



**7 out of 10 consumers** say they've spent more money to do business with a **company that delivers great service.**



It's anywhere from **5 to 25 times** more **expensive to acquire a new customer** than it is to keep a current one.



Consumers are willing to spend an additional **17% more** to do business with companies that deliver excellent service.

## RETENTION IS EVERYTHING

**89%**

**89% of consumers** make their next purchase from a competitor following a poor customer service experience.  
- Harris Interactive



**4%** of dissatisfied customers just complain. **96% just leave without saying a word.**  
- Harris Interactive



**31%** say companies usually **miss the mark** on their expectations for service and support.  
- American Express

Your customers want to know you care about them, which is why partnering with reputable solutions with great customer communication and support is so important. Windward offers continuous support and resources to users to help them optimize their use of our document automation platform. **Windward's proven track record for customer service excellence can help your company to satisfy its customers.**

Find out more at [www.windwardstudios.com](http://www.windwardstudios.com).