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Lost business cost

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Activities associated with the cost of lost business, including customer turnover, business disruption, and system downtime.

Examples:

- Cost of business disruption and revenue losses from system downtime
- Cost of lost customers and acquiring new customers (customer turnover)-
- Reputation losses and diminished goodwill

For More details on this report - <https://www.ibm.com/downloads/cas/ZBZLY7KL>

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