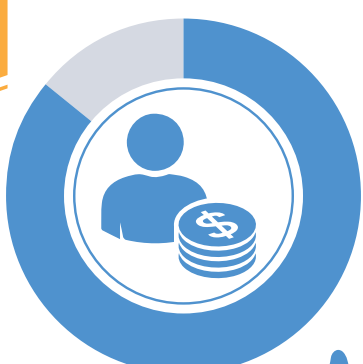


# CX STATS

1



86%

of buyers will pay more for a better customer experience

BUT ONLY



of customers feel that vendors consistently meet their expectations

(FORBES)

2



70%

of buying experiences are based on how the customer feels they are being treated

(MCKINSEY)

3

+2% = -10%



A 2% increase in customer retention has the same effect as decreasing costs by 10%

(LEADING ON THE EDGE OF CHAOS, EMMET MURPHY AND MARK MURPHY)

4

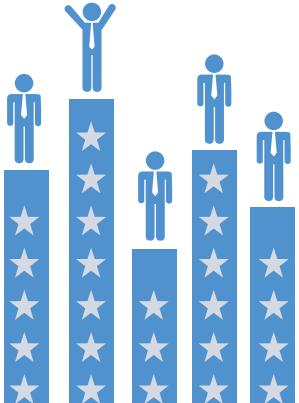


89%

of companies plan to compete primarily on the basis of CX by 2016

(GARTNER)

5



60%

of organizations see that customer service will be the top source of competitive differentiation in the next three years

(THE SERVICE COUNCIL'S (TSC) SERVICE TRANSFORMATION: THE BUSINESS CASE)

6



89%

Of consumers have stopped doing business with a company after experiencing poor customer service

(RIGHTNOW CUSTOMER EXPERIENCE IMPACT REPORT)

7



70%

of customers cite poor customer service as a reason for not buying from a brand

(MCKINSEY)

8



A customer is 4 times more likely to buy from a competitor if the problem is service related vs. price or product related

(BAIN & CO.)

9



55%

of consumers would pay more for a better customer experience

(DEFAQTO RESEARCH)

10

The revenue impact from a 10 percentage point improvement in a company's customer experience score can translate into more than

**\$1 billion**

(FORRESTER BUSINESS IMPACT OF CUSTOMER EXPERIENCE)