


CX STATS

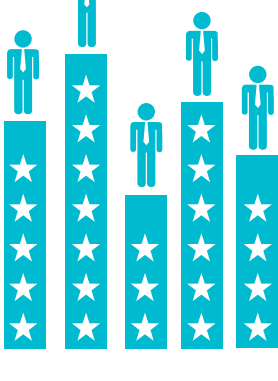
1



50% of product investment projects will be redirected to customer experience innovations, by 2017. (GARTNER)

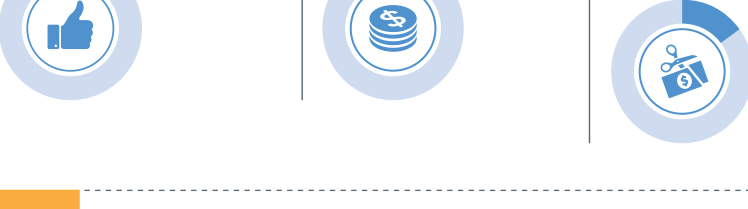
2

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)



3





Maximizing satisfaction with customer journeys, increase customer satisfaction by **↑20%** can lift revenue by up to **↑15%** and lower the cost of serving customers by as much as **↓20%**



(MCKINSEY AND COMPANY)

4

Loyal customers are:

- 5x as likely to **repurchase**, 
- 5x as likely to **forgive**, 
- 7x as likely to **try a new offering**, 
- and 4x as likely to **refer**, 


(TEMKIN GROUP)

5

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)

6


+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)

7

89% of companies with the strongest omni-channel customer engagement strategies retain their customers. **vs** **33%** of companies with weak omni-channel strategies. (ABERDEEN GROUP)




8

90% of consumers said they have had poor experiences seeking customer support on mobile. (SOFTWARE ADVICE)




9

Engaging with customers, **= 40% more** revenue per person. (BAIN AND COMPANY)




10

72% of customers expect a response to their complaint on social media within one hour. (ECONSULTANCY)



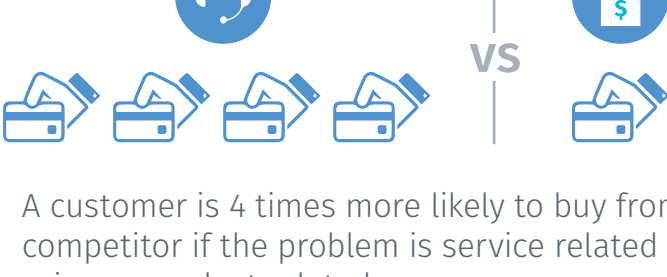
11

89% Of consumers have stopped doing business with a company after experiencing poor customer service (RIGHTNOW CUSTOMER EXPERIENCE IMPACT REPORT)



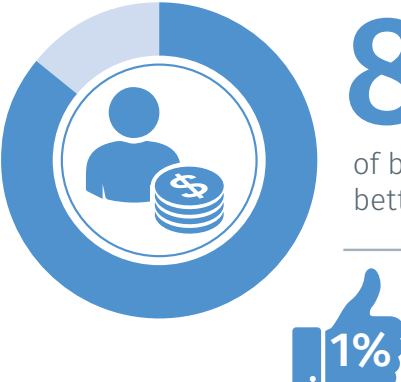
12

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.)



13

86% of buyers will pay more for a better customer experience BUT ONLY **1%** of customers feel that vendors consistently meet their expectations (FORBES)



14

55% of consumers would pay more for a better customer experience (DEFAQTO RESEARCH)

