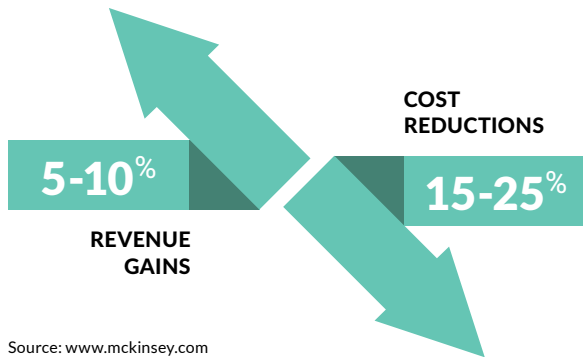


Why customer experience is key

Once a business uses advanced analytics to understand customer experience, within three years they achieve:



Source: www.mckinsey.com



25% - percentage of CUSTOMERS WHO WILL DEFECT TO ANOTHER BRAND after one bad customer service experience.



59% - percentage of customers who feel they have NO RELATIONSHIP WITH BUSINESSES.



19% - percentage of customers who say they lose all trust in a company AFTER A SINGLE BAD EXPERIENCE.

Source: www.thunderhead.com

OMNICHANNEL IS THE ONLY WAY TO OFFER CONSISTENT AND PERSONALISED EXPERIENCE FOR A CUSTOMER, WHICH IS IMPORTANT BECAUSE:



Source: www.salesforce.com



DON'T WANT TO TAKE PART IN A DAMAGING PRICE WAR?

Research shows that 86% of customers are happy to pay more for a product or service when they're offered a better customer experience.

Source: www.superoffice.com



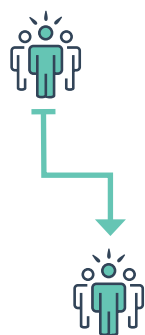
Research reveals customer experience (CX) should be the SINGLE MOST IMPORTANT BRAND FOCUS as 62% of businesses now see CX provided through contact centres as a competitive differentiator.

Source: www2.deloitte.com

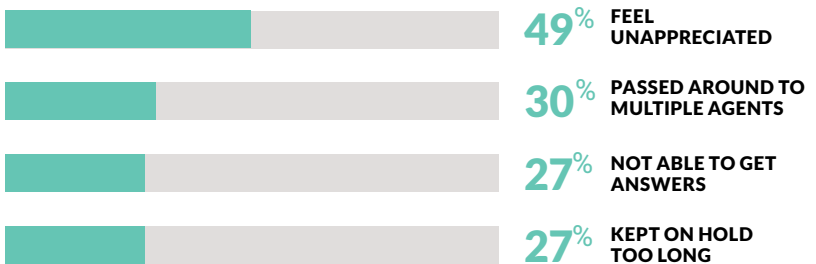
BY 2020

customer experience will be the KEY BRAND DIFFERENTIATOR, more important than price and product.

Source: www.walkerinfo.com



CUSTOMERS SWITCH BRAND BECAUSE:



Source: www.newvoicemedia.com