

WHY CUSTOMER EXPERIENCE MATTERS

FOR COMPANIES



84%
OF COMPANIES
 that work to improve their customer experience report an increase in their revenue



81%
OF COMPANIES
 view customer experience as a competitive differentiator



5.7x
OF COMPANIES
 is brought in by brands with superior customer experience than competitors that lag in customer experience

FOR COMPANIES



77%
OF CONSUMERS
 view brands more favorably if they seek out and apply customer feedback³



17%
MORE IS THE AMOUNT
 American consumers will pay to purchase from a company with a reputation for great service

If you're ready to take the first step to building better customer experiences, request a free CX Audit with one of our experts. We can show you how others view you online and what you can do to improve your position and authority score. Take control of your online reputation today and request a free CX Audit* at: try.experience.com/customer-audit/

¹ "Global Customer Experience Benchmark Report," Dimensions Data, 2017
² "Why personalization is key for retail customer experiences." Dicso, Jim, CEO Sunday Sky, 2017
³ "2017 State of Global Customer Service Report," Microsoft, 2017
⁴ "#WellActually, Americans Say Customer Service is Better Than Ever," American Express, 2017
 * Must meet qualification criteria to get comprehensive CX Audit.