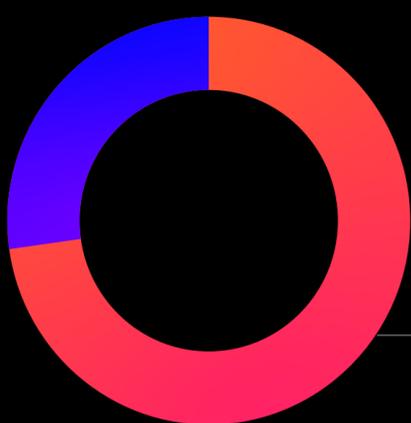


Customer Experience: Your Tool for Competitive Differentiation

01 WHY IS CX SO IMPORTANT?



Customer experience leaders grow revenue faster than CX laggards, drive higher brand preference, and can charge more for their products.¹

73% of people say CX is an important factor in purchase decisions.²

02 HOW DOES GREAT CX LOOK?

CX

=



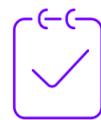
speed

+



easy to use

+



issue resolution

+



friendly service

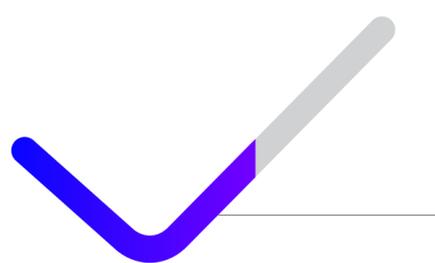
03 WHO CAN DELIVER THE BEST CX?



Contact centers are the epicenter of interactions and can drive exceptional CX.

A successful CX is one that leverages human interactions well and augments the experience with thoughtfully designed digital interactions.

04 WHEN DONE RIGHT, CX IS YOUR MOST EFFECTIVE FORM OF PROMOTION!

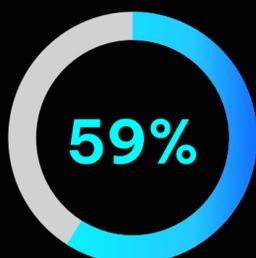


65% find a positive experience MORE INFLUENTIAL than great advertising³

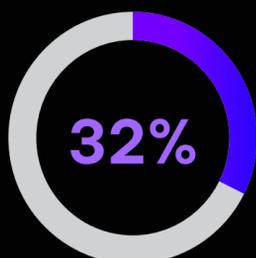
Customers pay a **16%** premium for great experiences

42% paying more for friendly, welcoming experience³

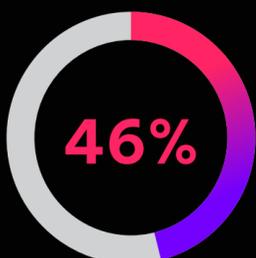
05 BUT, WHEN YOU GET IT WRONG, THE IMPACT COULD BE DEVASTATING!



will walk away from a company after several bad experiences



would stop doing business with a brand they loved after just ONE bad experience



of consumers will abandon a brand if employees are not knowledgeable



of consumers say the employees understand their needs³

1 Improving CX Through Business Discipline Drives Growth, Harley Manning
 2 What Works Where, 2018, Jonathon Palmer
 3 Future of Customer Experience, David Clarke