

CX is more than just good technology

Customers are the source of revenue, without revenue there is no company.

86% will leave a brand they trust after only two poor experiences.

84% of organizations that improve their CX also see an increase in revenue.



88% say the buying experience is as important as the product.



94% say how a company treats its customers influences their decision to buy from a company.

Do you make it easy for customers to do business with you?

Having CX as a differentiator can drive an effective marketing strategy.

Nearly **80%** of marketers say improving customer retention and satisfaction is the primary objective of their CX strategy.

(Source: Ascend2)

Positive CX is essential to **73%** of buyers when related to influencing brand loyalty.



A great experience brand perception and impact brand preference by **37%**.



72% of customers are likely to talk about a good experience with six or more individuals. It can lead to an increase in overall customer acquisition at little to no cost.

The good, the bad, the ugly.

Positive and negative experiences risk gaining traction and going viral on social media.



Negative customer experience can quickly gain traction, particularly in the world of social media.



The customer perception of a brand is heavily influenced by their overall experience.



Happy customers are not only loyal but also serve as powerful advocates for your business.

Now that you know how experiences can impact your brand, are you prioritizing exceptional experiences to foster loyalty and advocacy?