



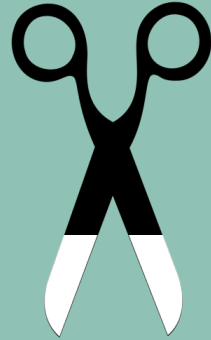
WHY CUSTOMER EXPERIENCE MATTERS

We reference it all the time and we know that it is important but what exactly is customer experience? According to CRM thought leader Paul Greenberg, customer experience is "how a customer feels about a company over time."

86% of buyers will pay more for a better customer experience.

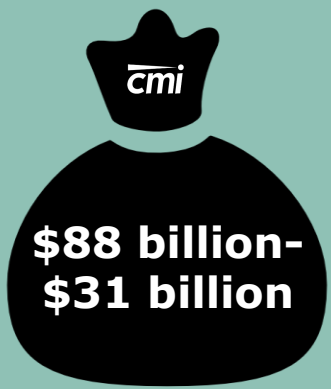


Source - Forbes



65% of 1,000 consumers surveyed said they've cut ties with a brand over a single poor customer experience.

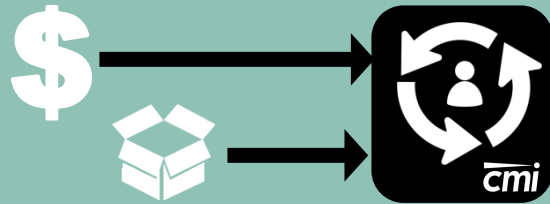
Source - 2014 Parature State of Multichannel Customer Service Survey



The net annual revenue benefit of superior customer experience across industries.

Source - CMI Research eBook: 'Are Your Customer Relationships Sticky?'

By 2020, customer experience will overtake price and product as the key brand differentiator.



Source - Walker Info

Steps towards enhancing your CX program



Take advantage of the 'Honeymoon Period'

This is when relationships are built and expectations are set.



Take a walk in the customer's shoes

Understanding the triggers and touch points along the journey will help identify the pain points of the customer's experience.



Re-design the journey

Make specific modifications to touch points in the customer journey to improve the experience and end the journey with repeat business.

Re-visit Longitudinal Analysis



Define success criteria



Develop metrics to evaluate success



Build a short-term customer panel



Measure criteria throughout the experience



Explore the "paths"



Leverage technology to your advantage

- Virtual communities
- Online panels
- Mobile platforms



Use an integrated approach

Employing a hybrid of qualitative and quantitative methods improves CX understanding and strategy.

"Customer experience is the next competitive battleground. It's where business is going to be won or lost."

- Tom Knighton



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