

CX LAUNCHPAD

LAUNCH YOUR CX & WATCH PROFITS SOAR



daisy.

CORPORATE SERVICES

Efficiency
Convenience
Friendly service
Knowledgeable service
Easy payment
Human interaction
Up-to-date technology
Personalisation
Easy mobile experience

Which of the following
[CX factors] are worth
paying more for?

PwC Future of Customer
Experience Survey 2017/18



HOW CAN FOCUSING ON CX BOOST PROFITS?

Unresolved issues, missing items or information, long waiting times, uninformed customer service reps, seemingly no way to get in touch... sound familiar?

Despite organisations coming to terms with the fact that the main differentiator between them and their competitors is CX, these issues are all too common.

86%

of buyers are willing to pay more for a great customer experience¹

73%

of buyers point to customer experience as an important factor in purchasing decisions¹

65%

of buyers find a positive experience with a brand to be more influential than great advertising¹

67%

of customers mention bad experiences as a reason for churn¹

Only
1/26

unhappy customers complain¹ making it hard to assess the damage

1 in 3
Customers

say they will walk away from a brand they love after just one bad experience²

¹<https://www.superoffice.com/blog/customer-experience-statistics/>

²<https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>

These stats show that not only are customers willing to pay more for their calls and online chats to be answered and issues to be resolved quickly, but also that these things are fundamental to building brand loyalty, word of mouth, and repeat patronage.

NEW CUSTOMERS COST

5XMORE

=

RETAINED CUSTOMERS ARE WORTH

5XMORE

If you can prevent 5 customers walking away to a competitor, you can generate the equivalent of 25 new customers in revenue, making customer experience, pound for pound, one of the best investment areas when calculating ROI.

DOES YOUR ORGANISATION NEED A CX BOOST?

Get in touch with our CX specialists for an audit of your customer experience and send your ROI skyward today.

www.dcs.tech/customer-experience