

WHY CUSTOMER EXPERIENCE MATTERS

FOR COMPANIES



84%

OF COMPANIES

that work to improve their customer experience report an increase in their revenue¹

81%

OF COMPANIES

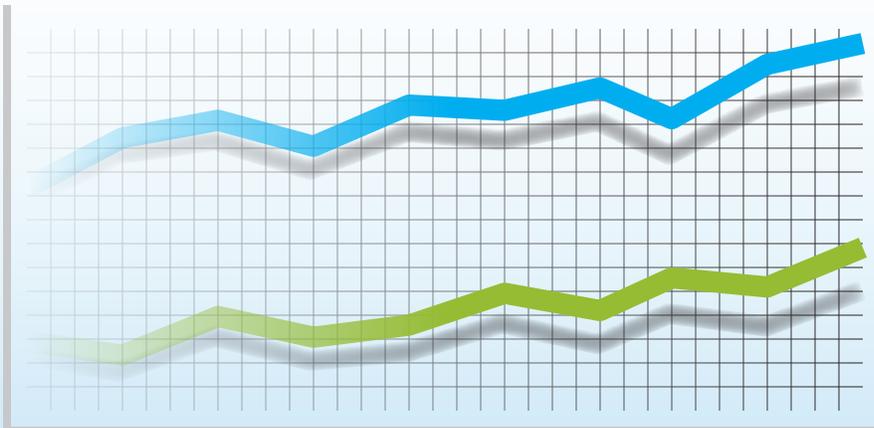
view customer experience as a competitive differentiator¹

5.7x

MORE REVENUE

is brought in by brands with superior customer experience than competitors that lag in customer experience²

FOR CONSUMERS



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 service⁴

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.socialsurvey.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.