

# WHY IS CUSTOMER EXPERIENCE IMPORTANT?



## CONSUMER EXPECTATIONS ARE ON THE RISE



Technology Innovations



Shifting Business Models



Consumer Growing Need

## 76% OF CONSUMERS EXPECT COMPANIES TO UNDERSTAND THEIR NEEDS AND EXPECTATIONS



83%

83% of companies conduct online research before buying.

-Gartner

72% of customers will share a positive experience with 6 or more people.

72%

-Esteban Kolsky



13%

13% of customers will share their experience with 15+ people if not happy

-Esteban Kolsky

75% of people state fast response time as the most important attribute of customer service.

75%



86%

86% of buyers are willing to pay more for a great customer experience.

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