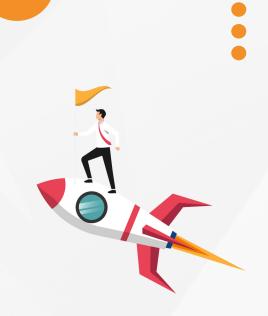
## **WHY IS** CUSTOMER **EXPERIENCE IMPORTANT?**



## CONSUMER EXPECTATIONS ARE ON THE RISE







Shifting Business Models



Consumer **Growing Need** 

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





83% of companies conduct online research before buying.

-Gartner

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

-Esteban Kolsky





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.







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

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