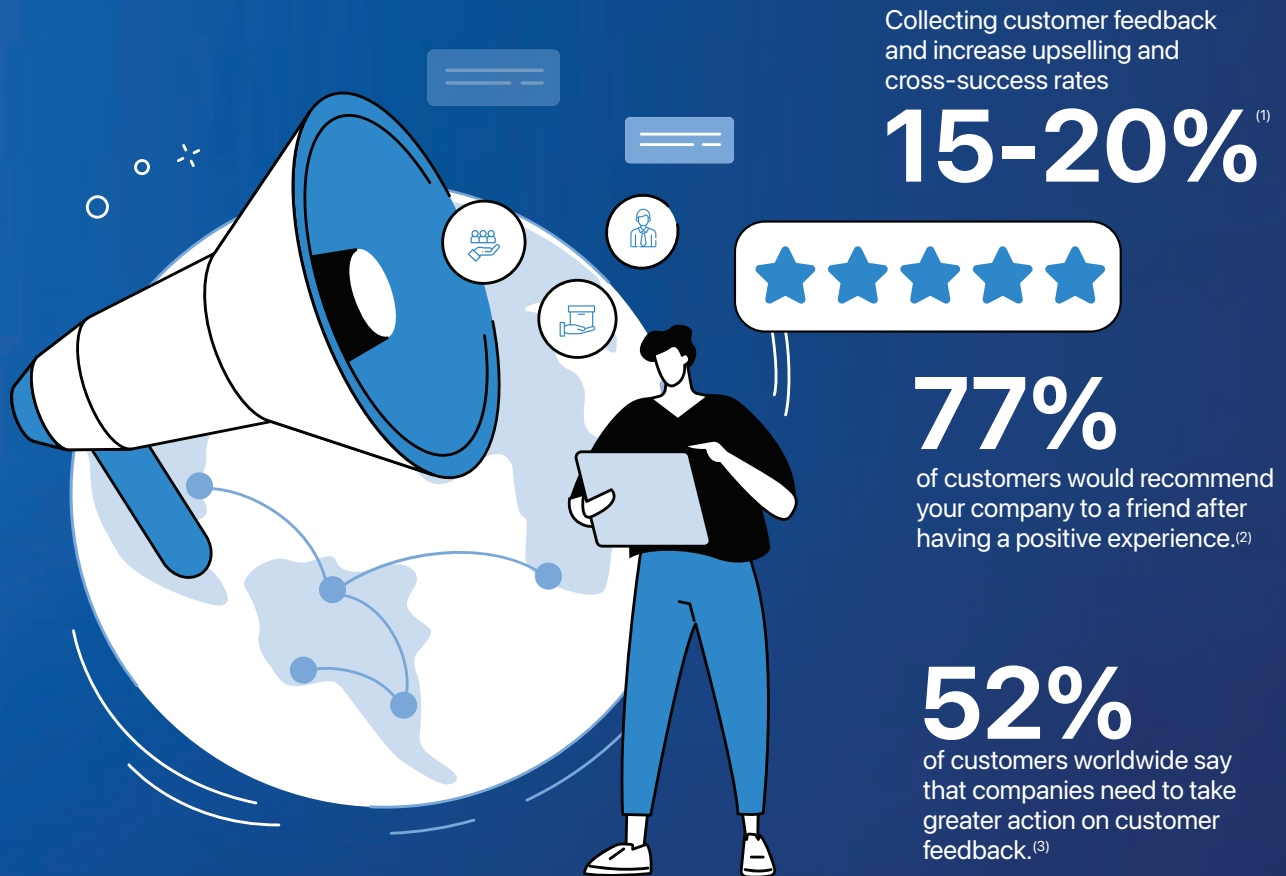


6 Stats that Prove CX Grows Your Business

Every customer experience with your business impacts your success. Data shows that CX can drive revenue and retention.



Collecting customer feedback and increase upselling and cross-success rates

15-20%⁽¹⁾



77%

of customers would recommend your company to a friend after having a positive experience.⁽²⁾

52%

of customers worldwide say that companies need to take greater action on customer feedback.⁽³⁾

91%

of customers who are unhappy with a brand will just leave without complaining.⁽⁴⁾

About **95%**

of customers read reviews before making a purchase.⁽⁵⁾

65%

of U.S. customers find a positive experience with a brand to be more influential than great advertising.⁽⁵⁾

How do you start operationalizing CX into your individual employee, department, and location programs?

Give us a call at 925-553-4716 or visit [Experience.com](https://www.Experience.com).

⁽¹⁾ "Implement Customer Satisfaction Management Processes to Improve Revenue," Gartner.

⁽²⁾ "Customer Experience Leads to Recommendations Charts for 20 Industries," Experience Matters Blog, 2017.

⁽³⁾ "State of Global Customer Service Report," Microsoft, 2017.

⁽⁴⁾ https://www.huffpost.com/entry/50-important-customer-exp_b_8295772 Esteban Kolsky - CEO of thinkJar

⁽⁵⁾ Estaban Kolsky, ThinkJar.

⁽⁶⁾ "How Online Reviews Influence Sales," Spiegel Research Center, 2017.

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