

THE CX CHALLENGE

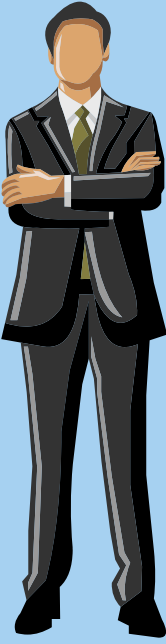
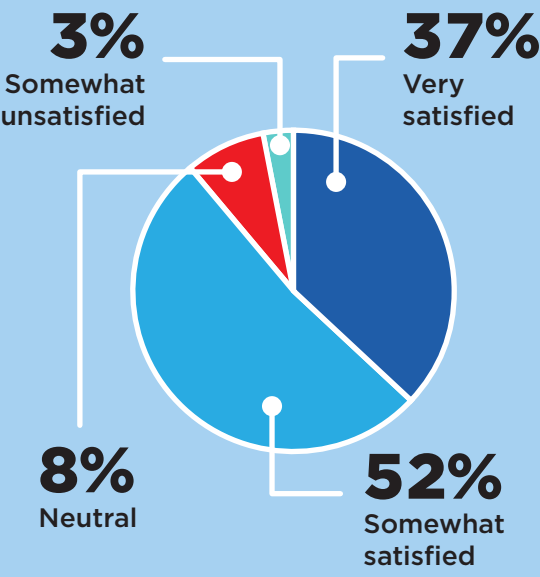
COMPANIES **VS** CONSUMERS

The Question

Does CX influence the behavior of customers?

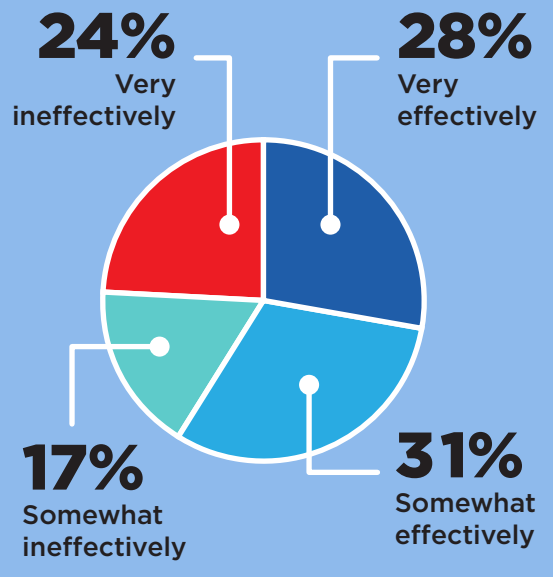
Companies:

How satisfied are you with your ability to solve customer conflicts?



Consumers:

How effectively did that company deal with your issue?



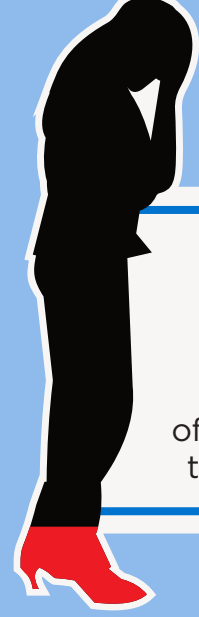
Companies:

Support is a cost based decision
80%
 of companies believe they deliver "superior" customer service

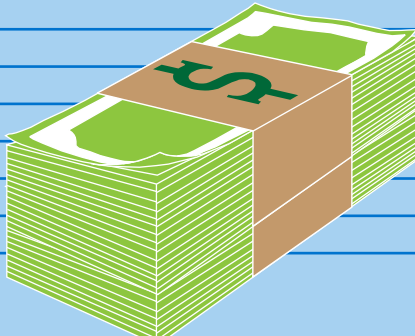


Consumers:

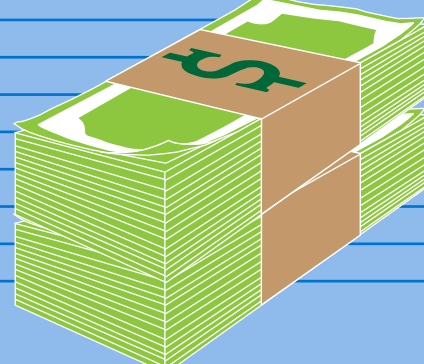
Looking for simple help
8%
 of consumers have experienced the superior customer service



68%
 of companies are willing to spend more on CX, if consumers will buy more



74%
 of consumers have spent more when the CX is improved



The Answer

When companies invest in great CX, consumers are happier and spend more.

WIN-WIN

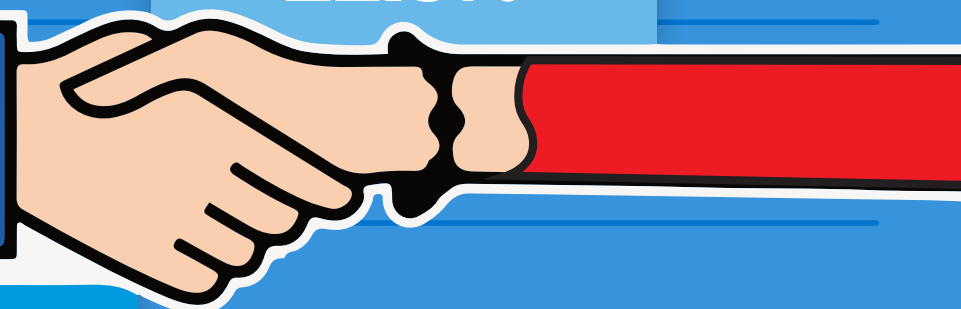
Innovators Outperform

CX Leaders
22.5%

Cumulative Total Return

CX Laggards
-46.3%

S&P 500 Index **-1.3%**



Cyara can help you deliver great CX

www.cyara.com | hello@cyara.com

Sources:

- http://about.americanexpress.com/news/docs/2014x/2014-Global-Customer-Service-Barometer-US.pdf
- http://www.watermarkconsult.net/docs/Watermark-Customer-Experience-ROI-Study.pdf
- http://www.entrepreneur.com/article/228129
- http://www.directiq.com/r/Brands-believe-they-offer-great-customer-experience-but-consumers-disagree