

CUSTOMER EXPERIENCE MATTERS® 2015

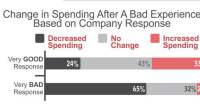
THE ECONOMICS OF CX ARE COMPELLING

Customer experience leaders have more loyal customers...



...and CX Leaders have 27 point higher Net Promoter Scores

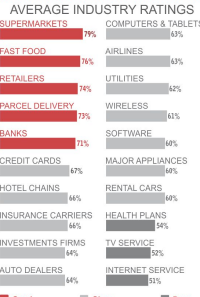
After a bad experience, 39% of consumers decreased their spending. But customer experience makes a big difference...



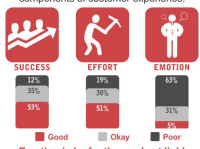
CUSTOMER EXPERIENCE REMAINS MEDIOCRE

TEMKIN Ratings

2015 Temkin Experience Ratings evaluates the customer experience of 293 companies across 20 industries.



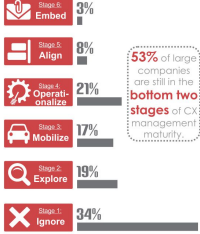
Temkin Experience Ratings evaluates three components of customer experience:



Emotion is by far the weakest link!

FIRMS ARE IN EARLY STAGES OF CX MATURITY

199 companies with revenues of \$500 million or more completed Temkin Group's CX Maturity Assessment



53% of large companies are still in the bottom two stages of CX management maturity.

To build CX Maturity, companies must master Four CX Core Competencies

Purposeful Leadership

Do your leaders operate consistently with a clear, well-articulated set of values?

Compelling Brand Values

Are your brand attributes driving decisions about how you treat customers?

Customer Connectedness

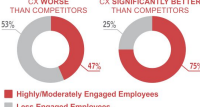
Is customer feedback and insight integrated throughout your organization?

Employee Engagement

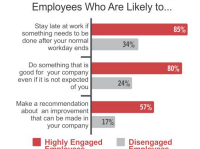
Are employees fully committed to the goals of your organization?

GREAT CUSTOMER EXPERIENCE REQUIRES ENGAGED EMPLOYEES

CX Leaders have significantly more engaged employees



ENGAGED EMPLOYEES ARE A HUGE ASSET!



For more information, visit the Customer Experience Maturity Blog at www.temkingroup.com