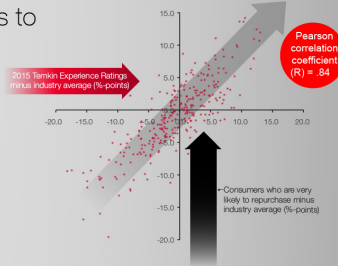


# THE ROI OF CUSTOMER EXPERIENCE



## CX Correlates to Additional Purchases

Customer experience versus repurchase intention for the customer bases of 293 companies across 20 industries (each company's data is relative to its industry averages)



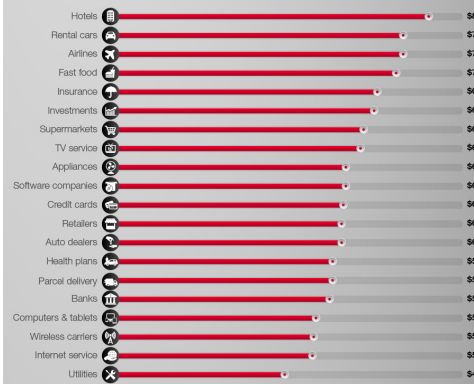
## CX Impacts Business In Many Ways

Additional revenue increase over 3 years for a modest improvement in customer experience for a typical company with \$1 billion in annual revenues (\$ million)



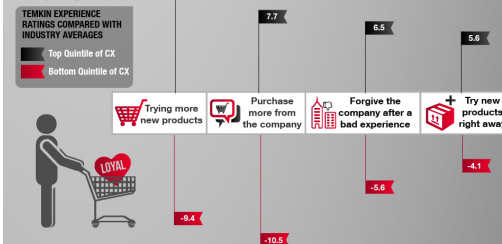
## The Value of CX Across Industries

Additional revenue increase over 3 years for a modest improvement in customer experience for a typical company with \$1 billion in annual revenues (\$ million)



## Better CX = More Loyal Customers

Percentage of companies' customers who are likely to do these things (above and below industry average in %-points).



## Better CX = More Positive Word of Mouth

Net Promoter® Score (NPS®) of 293 companies (above and below their industry averages)



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