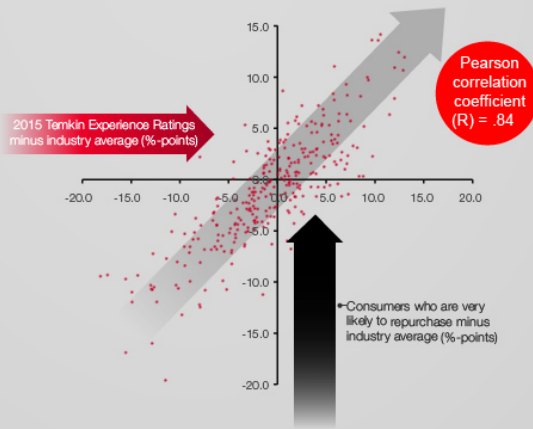


THE ROI OF CUSTOMER EXPERIENCE



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)



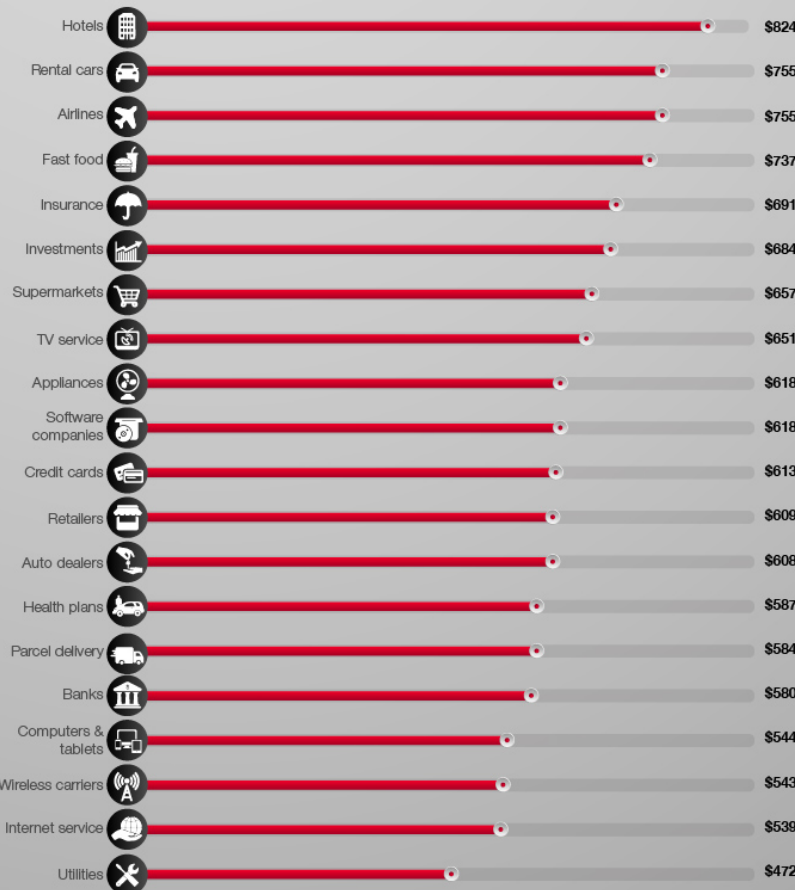
CX Impacts Business In Many Ways

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



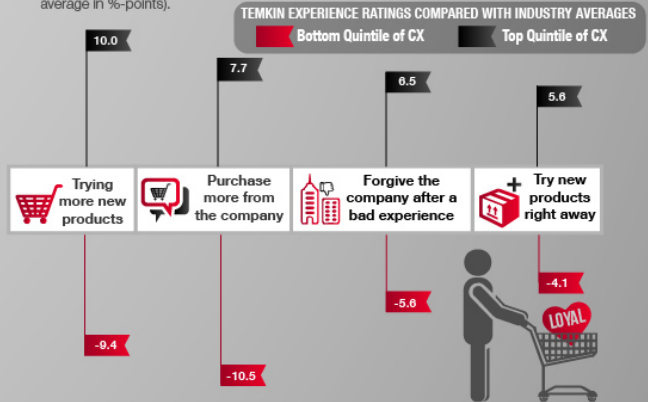
The Value of CX Across Industries

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® Scores (NPS®) of 293 companies (above and below their industry averages)

2015 Temkin Experience Ratings compared with their industry averages



Net Promoter Score, Net Promoter, and NPS are registered trademarks of Bain & Company, Satmetrix Systems, and Fred Reichheld.

For more information, visit the [Customer Experience Matters](http://Customer Experience Matters blog) blog at Experience Matters.wordpress.com

www.temkingroup.com

Copyright © 2015 Temkin Group

TEMKIN
GROUP
When experience matters