

# Customer Experience Matters®



## 2016

## THE YEAR OF EMOTION

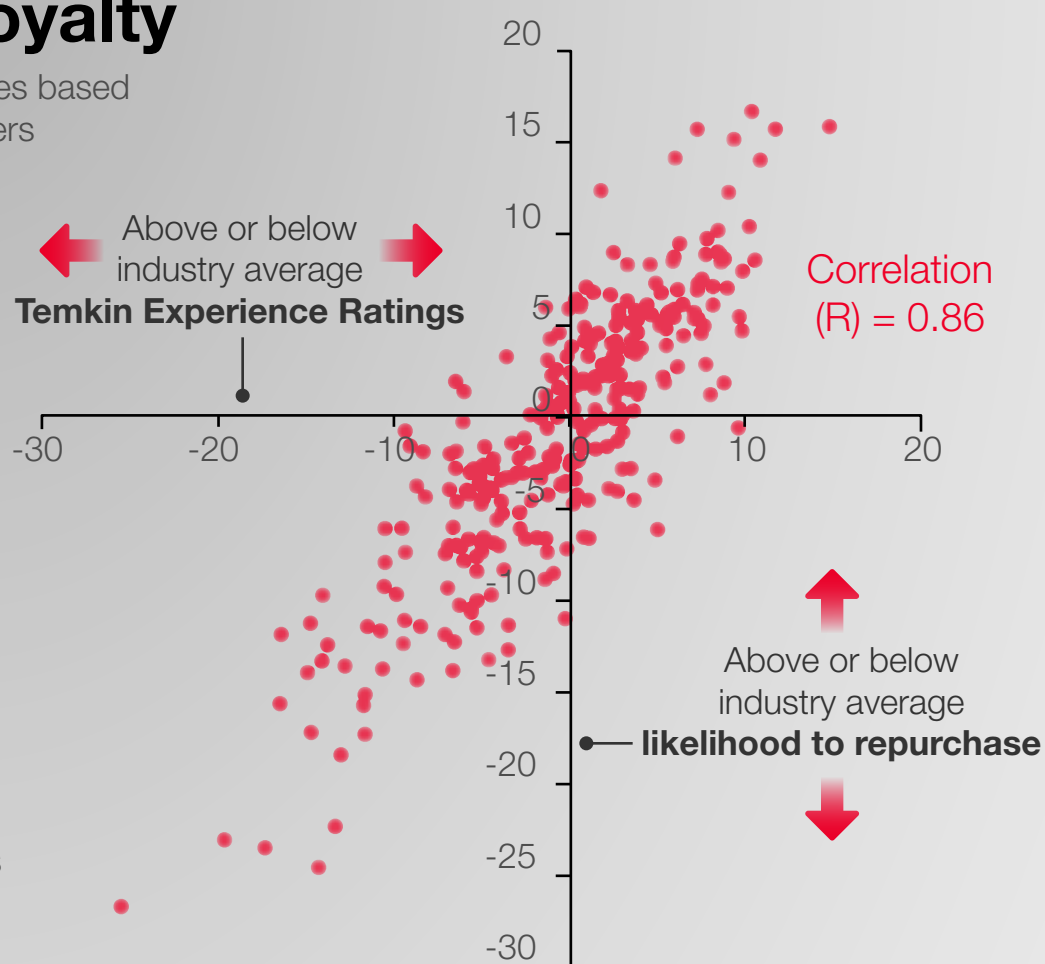
### Customer Experience Correlates to Loyalty

294 companies across 20 industries based on survey of 10,000 U.S. consumers

**294** Companies

**20** Industries

**10,000** U.S. Consumers

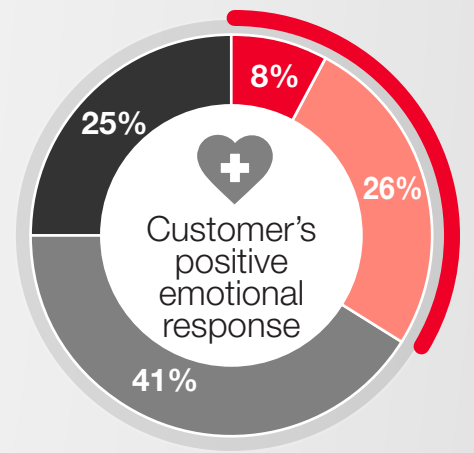
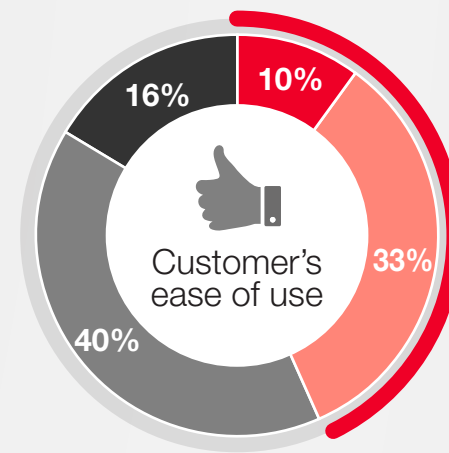
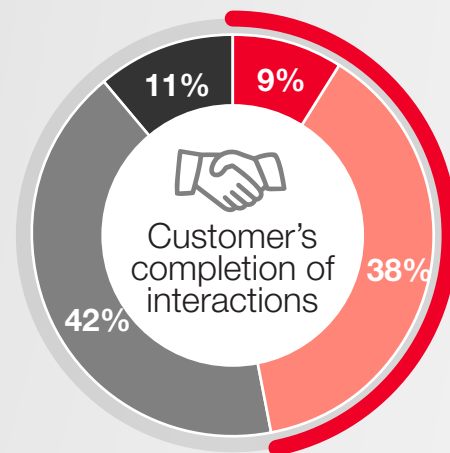


### Emotion Is Most Often Neglected

252 large companies in Temkin Group's Q1 2016 CX Management Survey

How effective is your organization at proactively designing customer experiences that meet the following goals?

● Poor ● Mediocre ● Good ● Very good

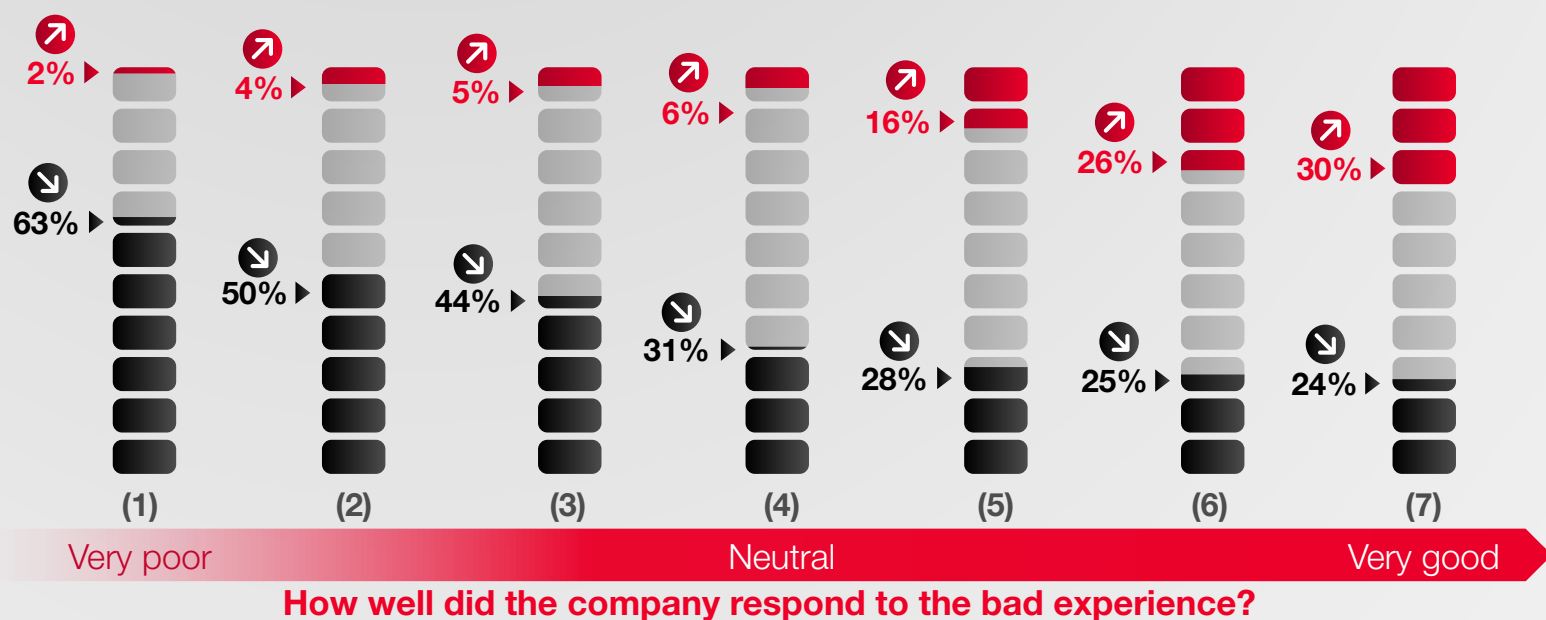


### It's Critical To Recover After A Bad Experience

10,131 bad experiences of U.S. consumers (What Consumers Do After a Good or Bad Experience, 2016)

Change in consumer spending based on effectiveness of service recovery

■ Decreased spending ■ No change in spending ■ Increased spending



### Poor Emotional Experiences Hurt Loyalty

10,000 U.S. consumers rating 294 companies across 20 industries

How did you feel after interacting with the company?

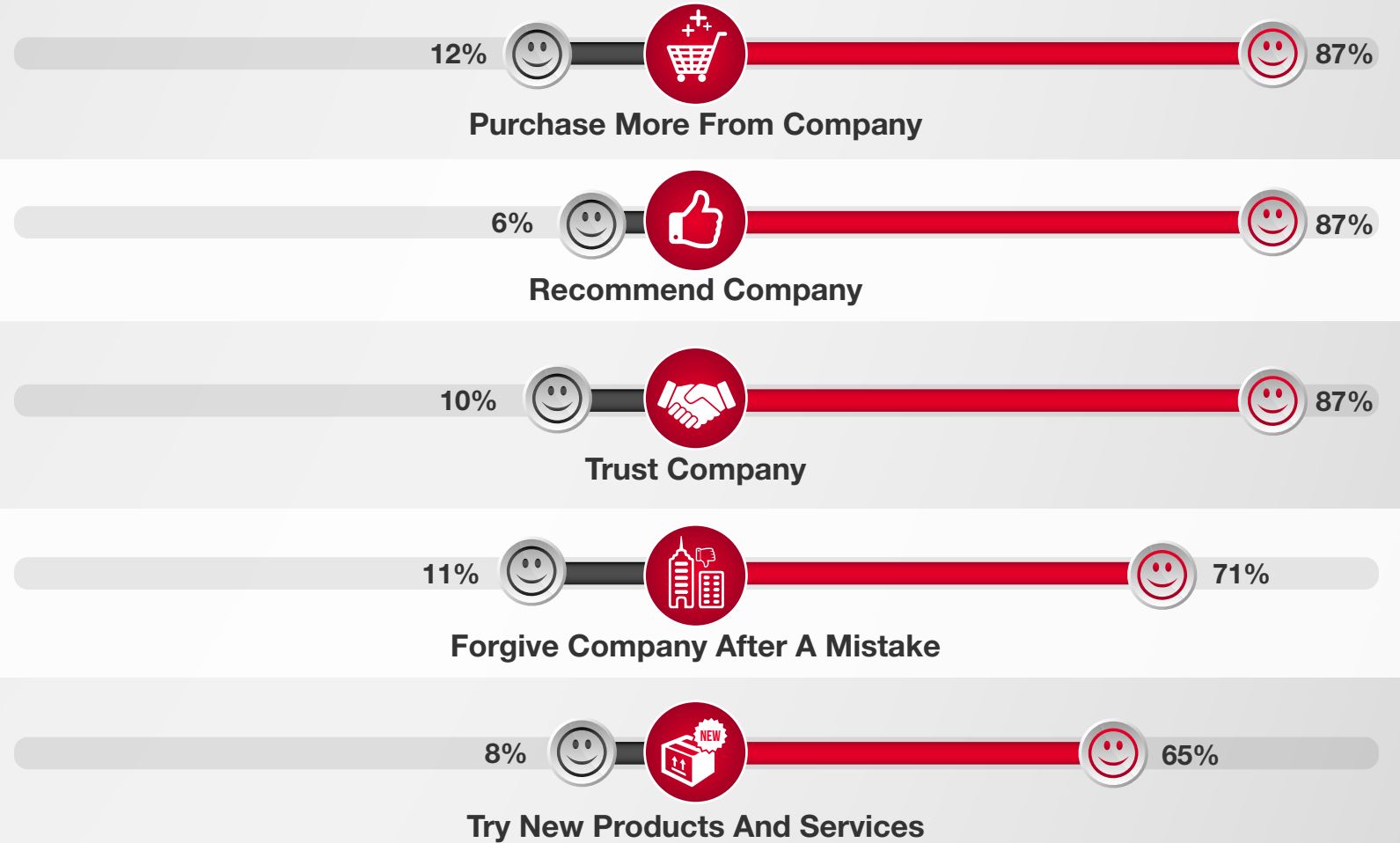


Upset



Delighted

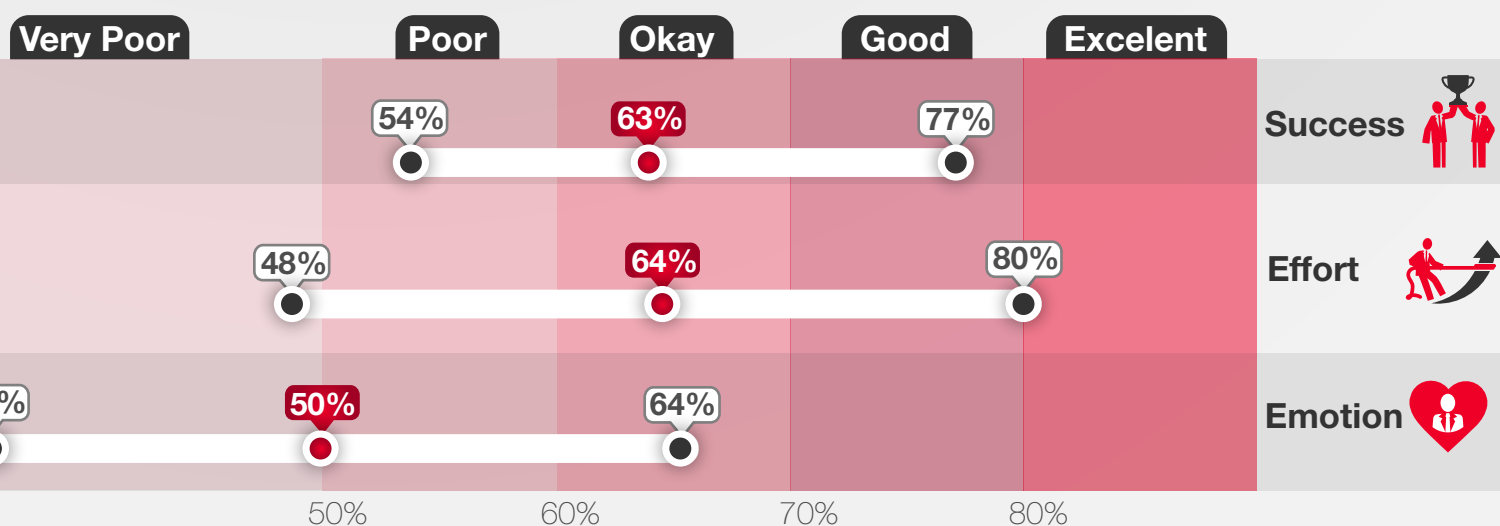
Consumers who are likely to...



### Customers Give Their Experiences Mediocre Ratings

10,000 U.S. consumers rating 294 companies across 20 industries (2016 Temkin Experience Ratings)

Range of Industry Average Scores in 2016 Temkin Experience Ratings



### Companies Must Master the Four CX Core Competencies

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

PURPOSEFUL LEADERSHIP

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

COMPELLING BRAND VALUES

Is customer feedback and insight integrated throughout your organization?

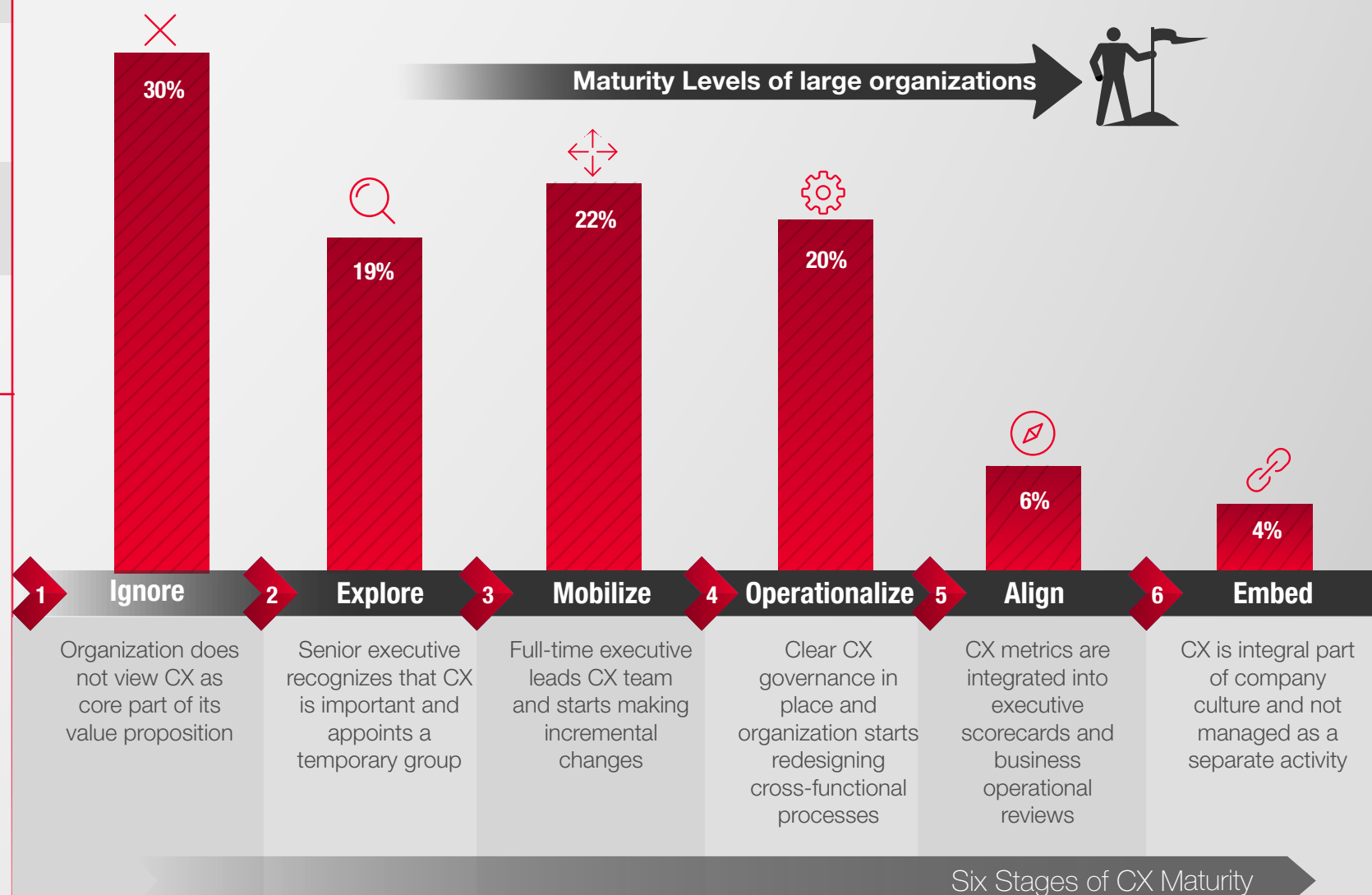
CUSTOMER CONNECTEDNESS

Are employee fully committed to the goals of your organization?

EMPLOYEE ENGAGEMENT

### CX Management Remains Immature

210 large organizations (State of CX Management, 2016)



Six Stages of CX Maturity

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

[www.temkingroup.com](http://www.temkingroup.com)

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