

Customer Experience Matters®

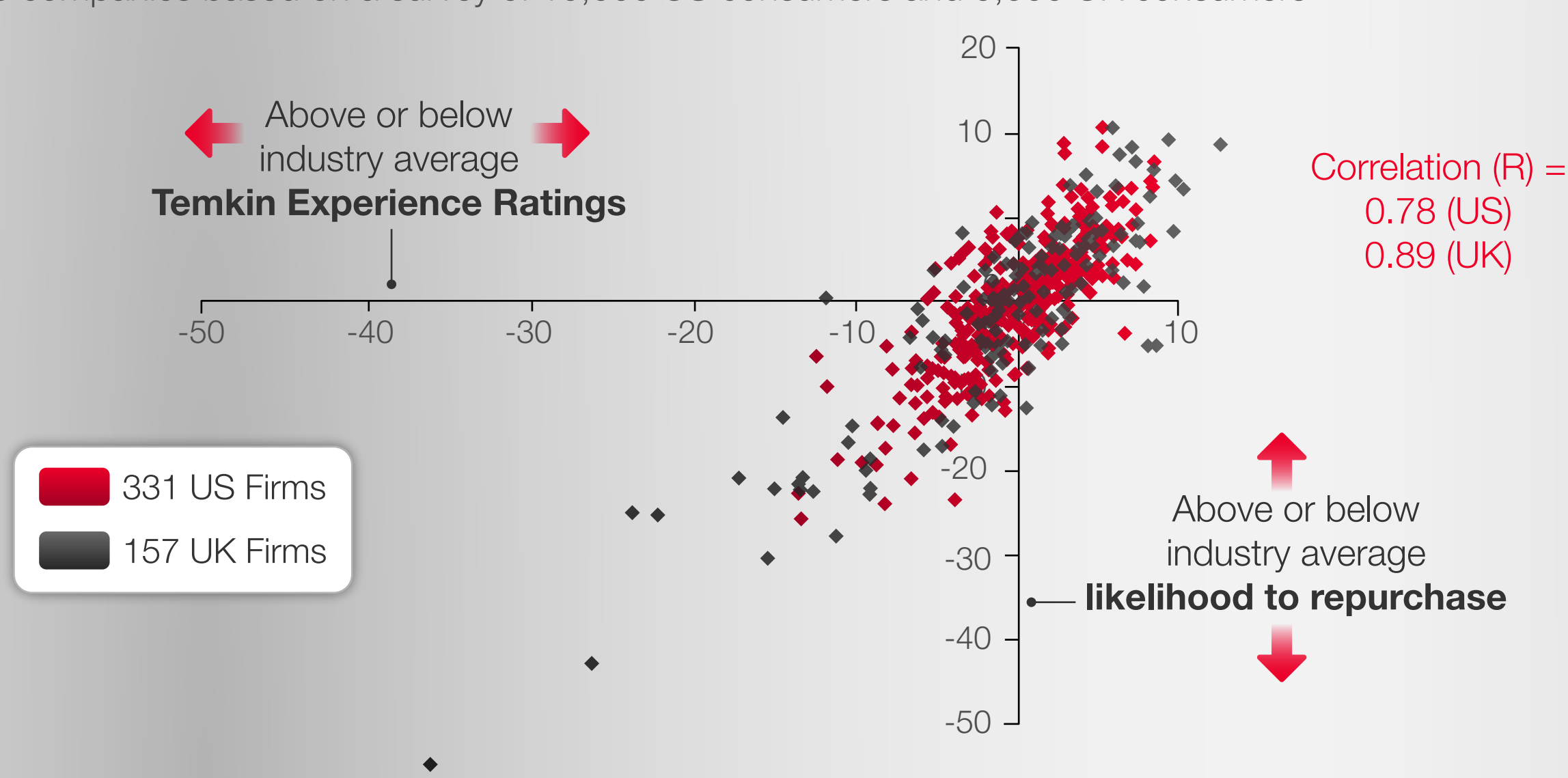


2017

THE YEAR OF PURPOSE

Customer Experience Correlates to Loyalty

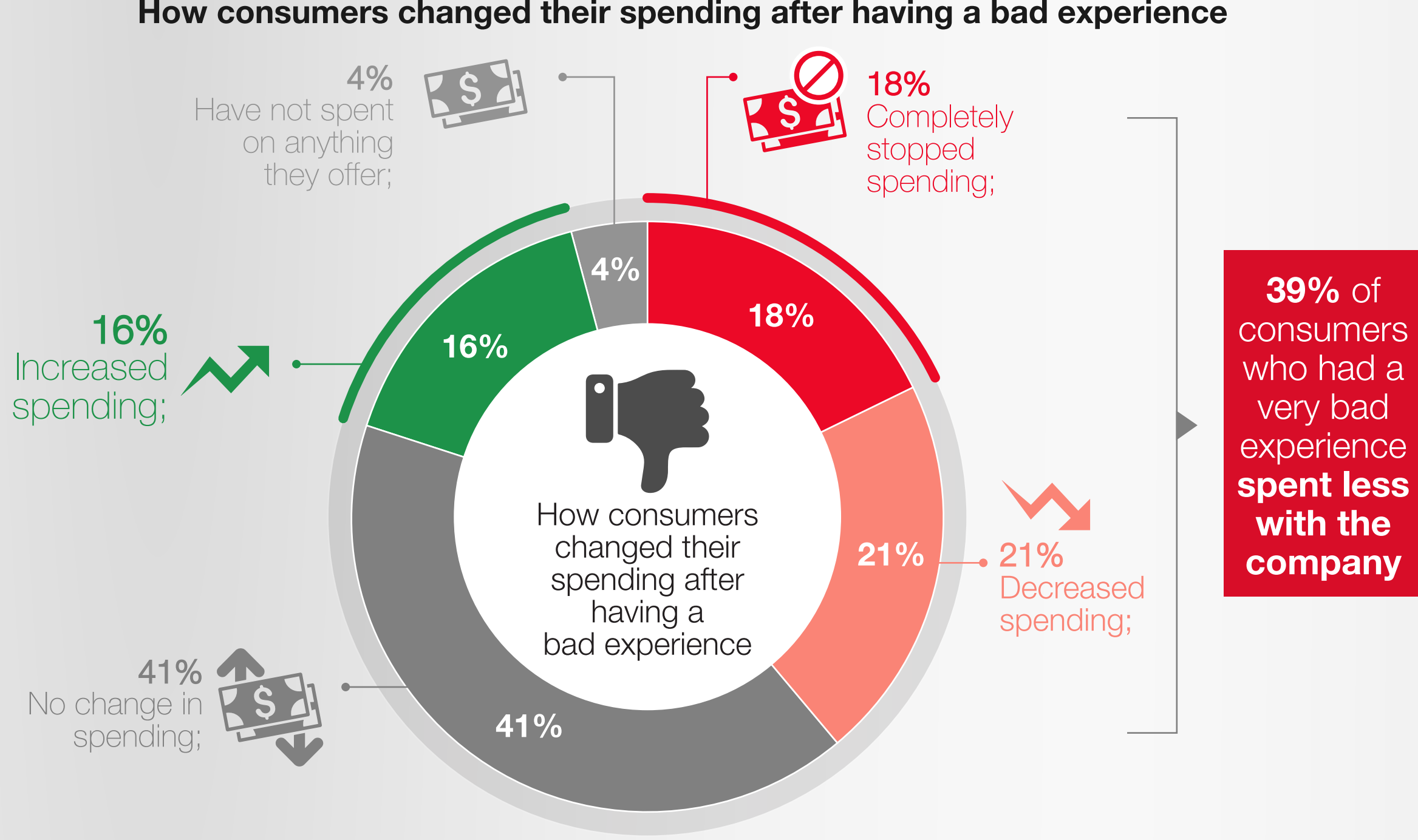
488 companies based on a survey of 10,000 US consumers and 5,000 UK consumers



A Bad Experience Can Be Very Costly

10,318 bad experiences of US consumers (What Consumers Do After a Good or Bad Experience, 2017)

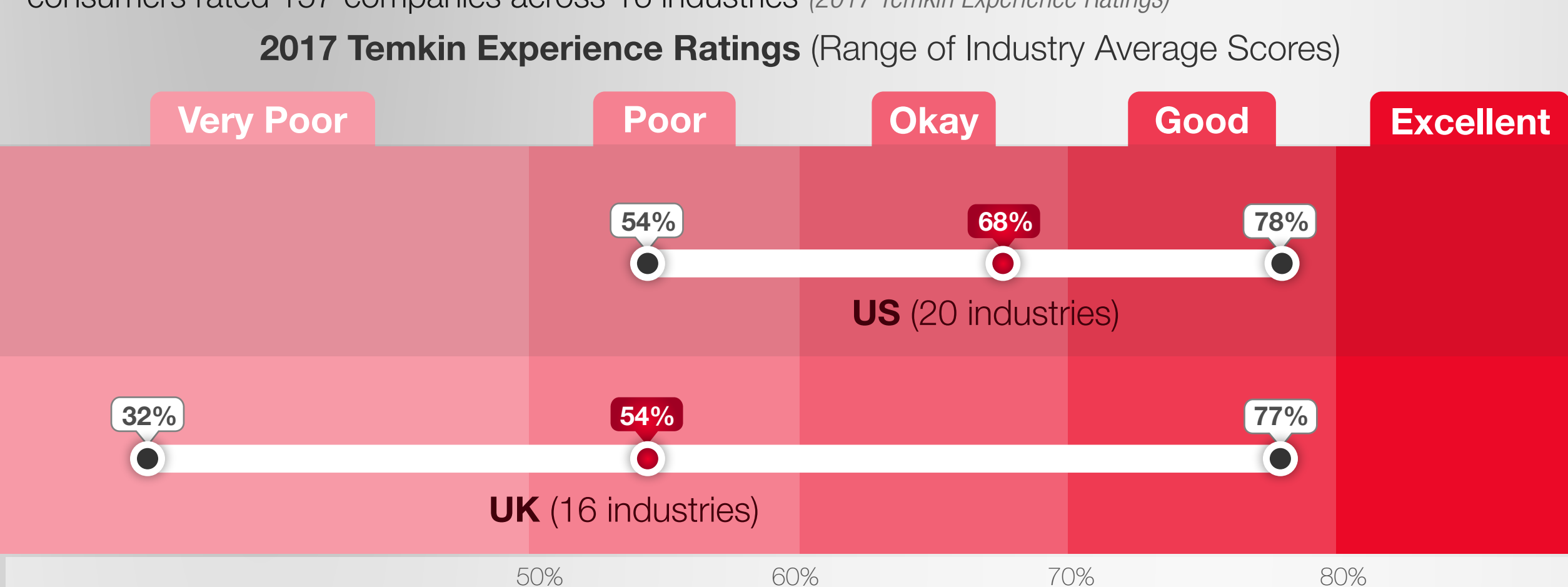
How consumers changed their spending after having a bad experience



Customers Aren't Thrilled With Their Experiences

10,000 U.S. consumers rated 331 companies across 20 industries and 5,000 UK consumers rated 157 companies across 16 industries (2017 Temkin Experience Ratings)

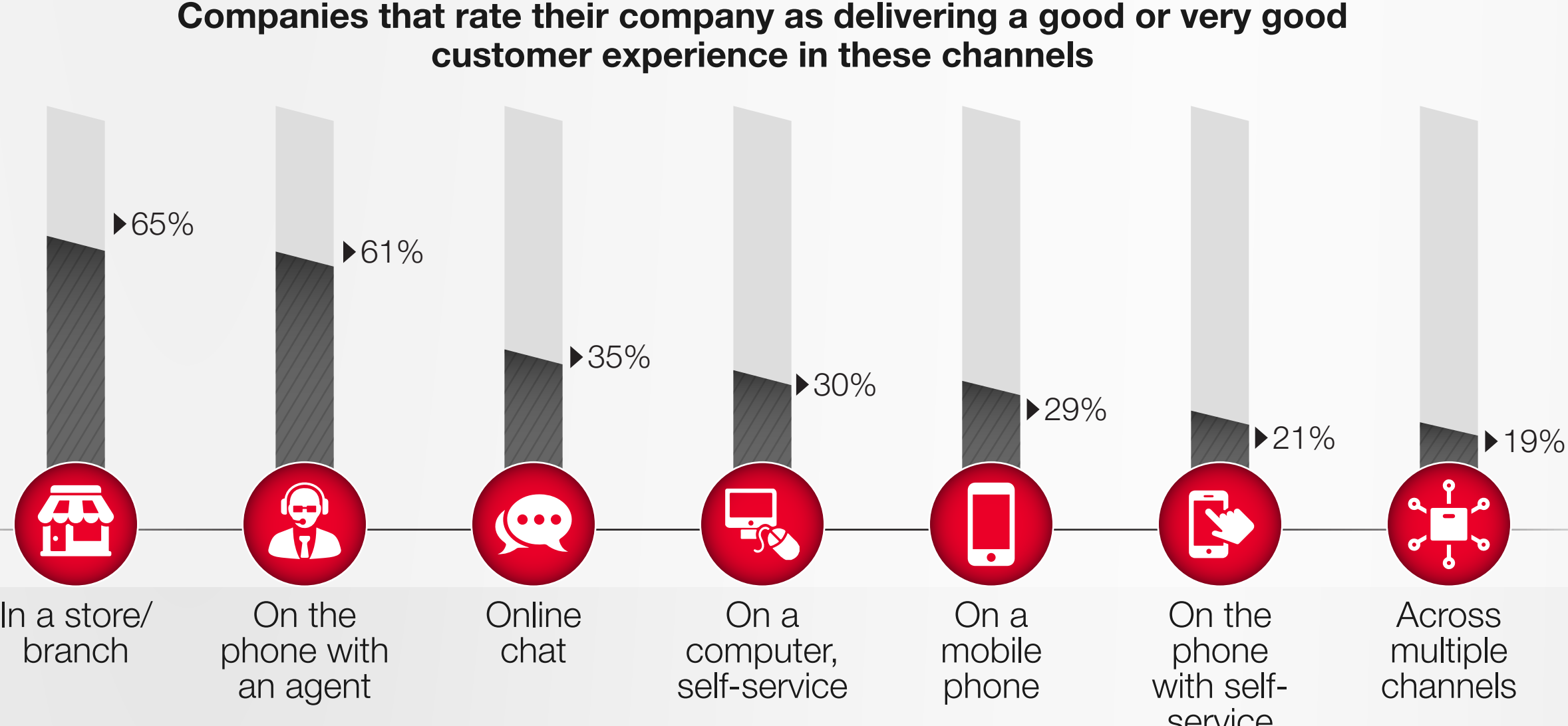
2017 Temkin Experience Ratings (Range of Industry Average Scores)



Companies Know They Aren't Doing A Great Job

180 organizations with at least \$500M in annual revenues (State of CX Management, 2017)

Companies that rate their company as delivering a good or very good customer experience in these channels

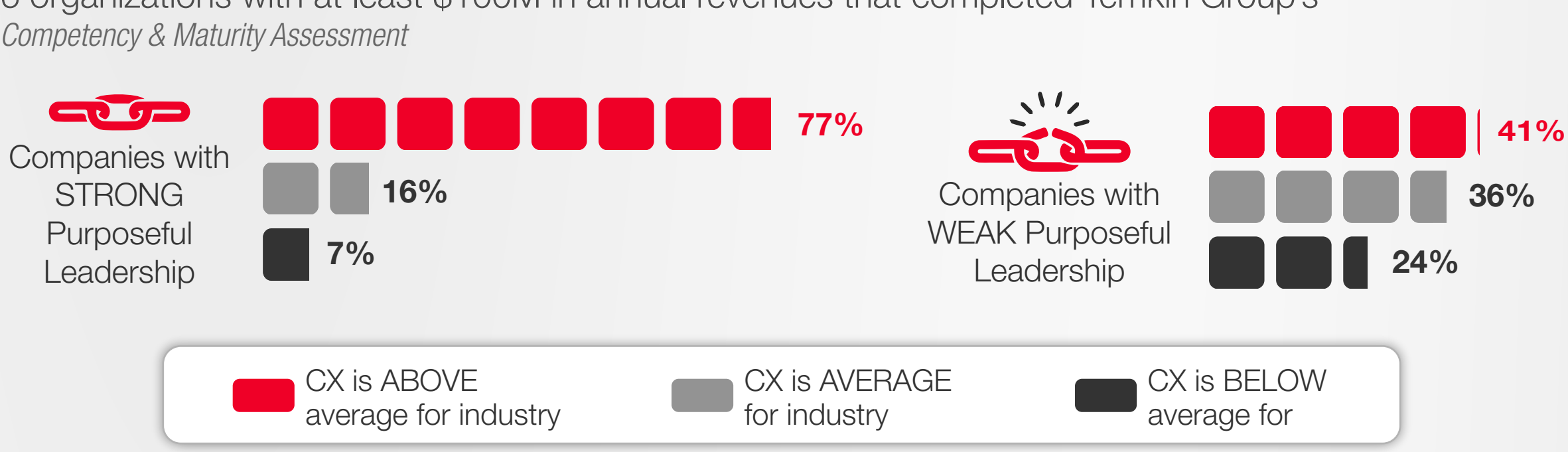


Companies Must Master the Four CX Core Competencies



Purposeful Leadership Leads to CX Leadership

226 organizations with at least \$100M in annual revenues that completed Temkin Group's CX Competency & Maturity Assessment



CX Management Remains Immature

180 organizations with at least \$500M in annual revenues (State of CX Management, 2017)



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

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When experience matters