

Customer Experience Matters®

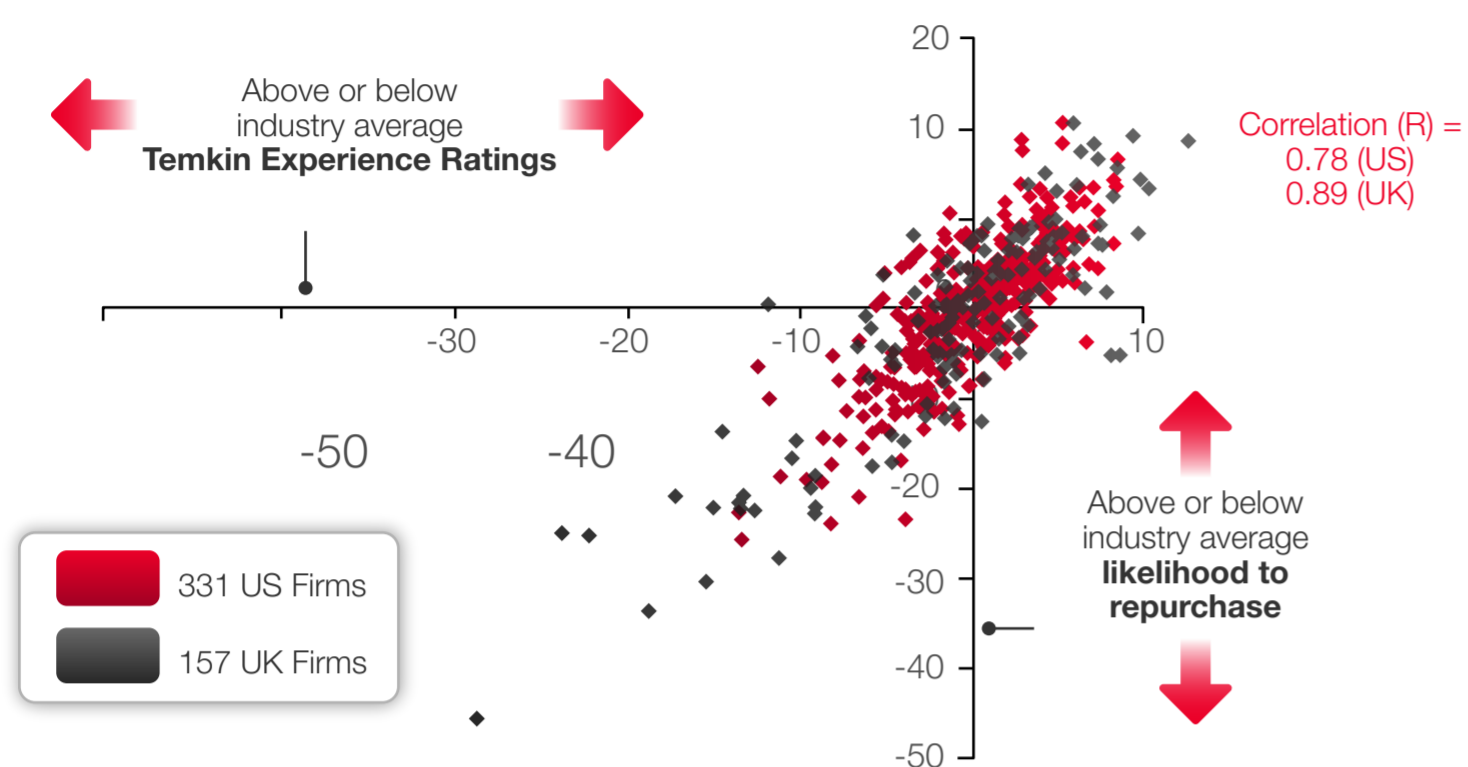


2017

THE YEAR OF PURPOSE

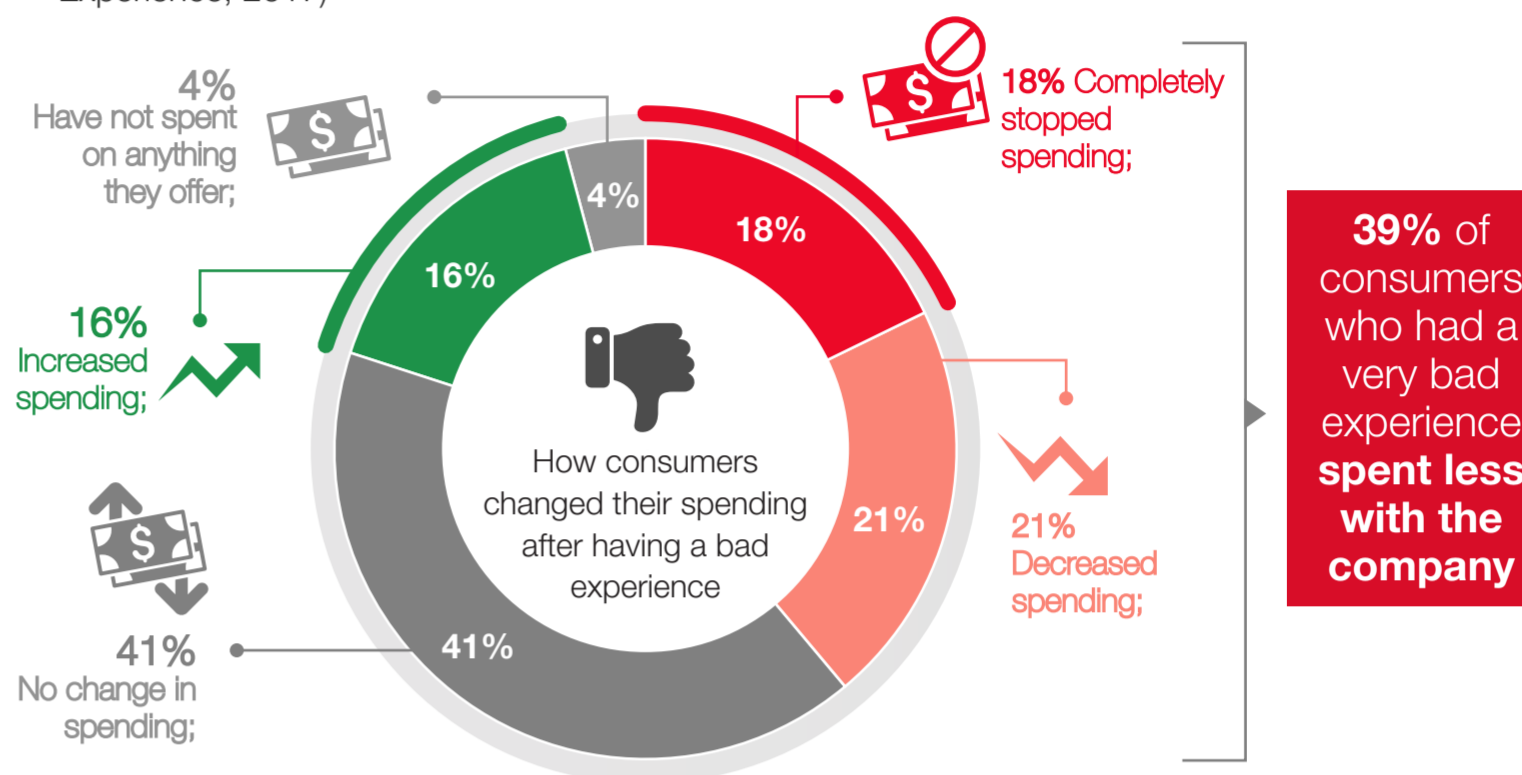
Customer Experience Correlates to Loyalty

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



A Bad Experience Can Be Very Costly

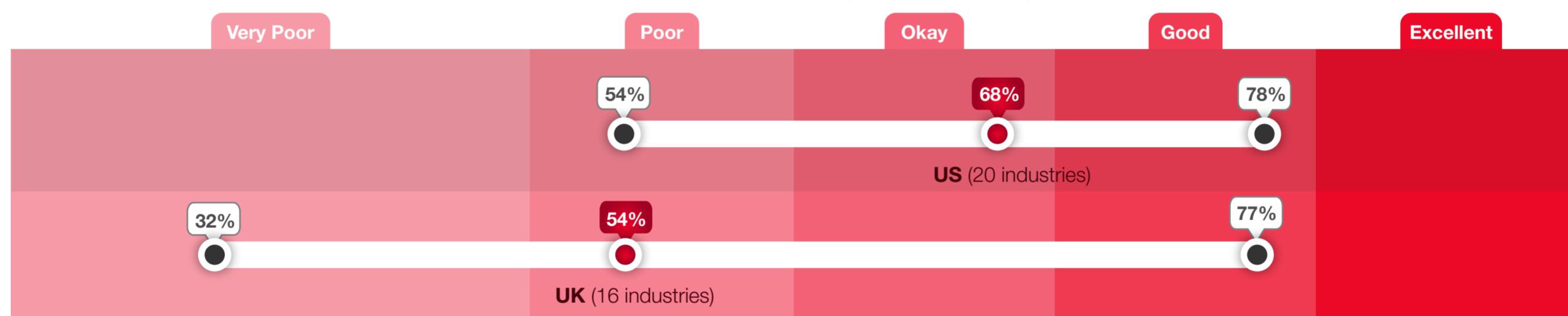
10,318 bad experiences of US consumers (What Consumers Do After a Good or Bad Experience, 2017)



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)

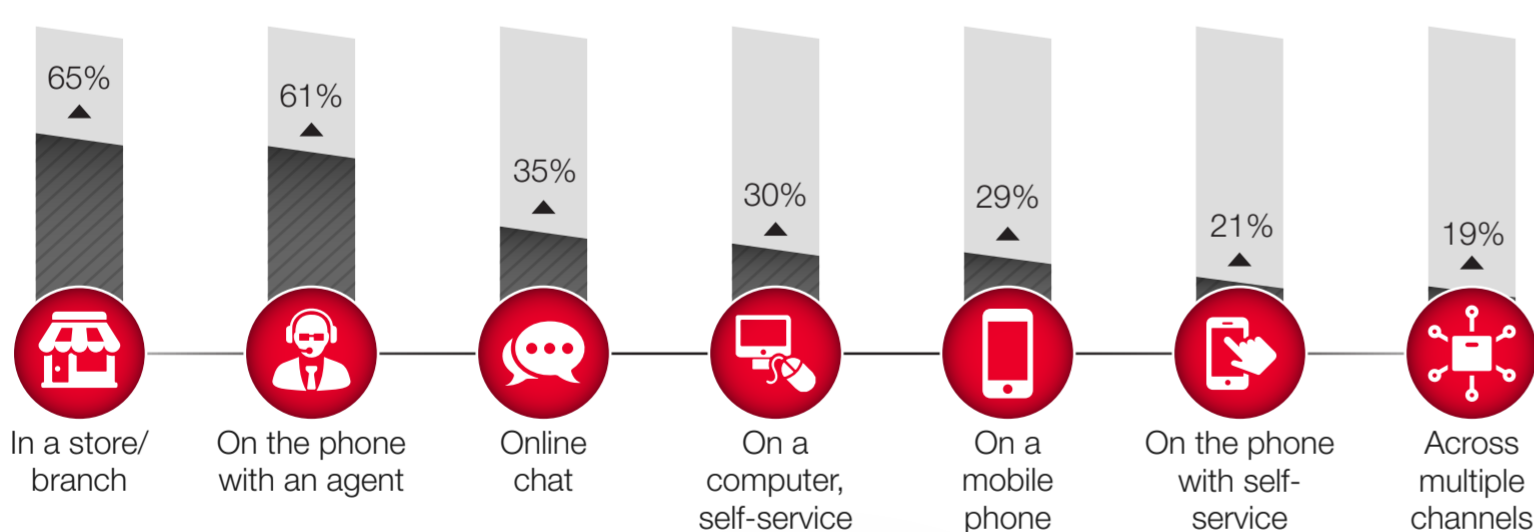
2017 Temkin Experience Ratings (Range of Industry Average Scores)



Companies Know They Aren't Doing a Great Job

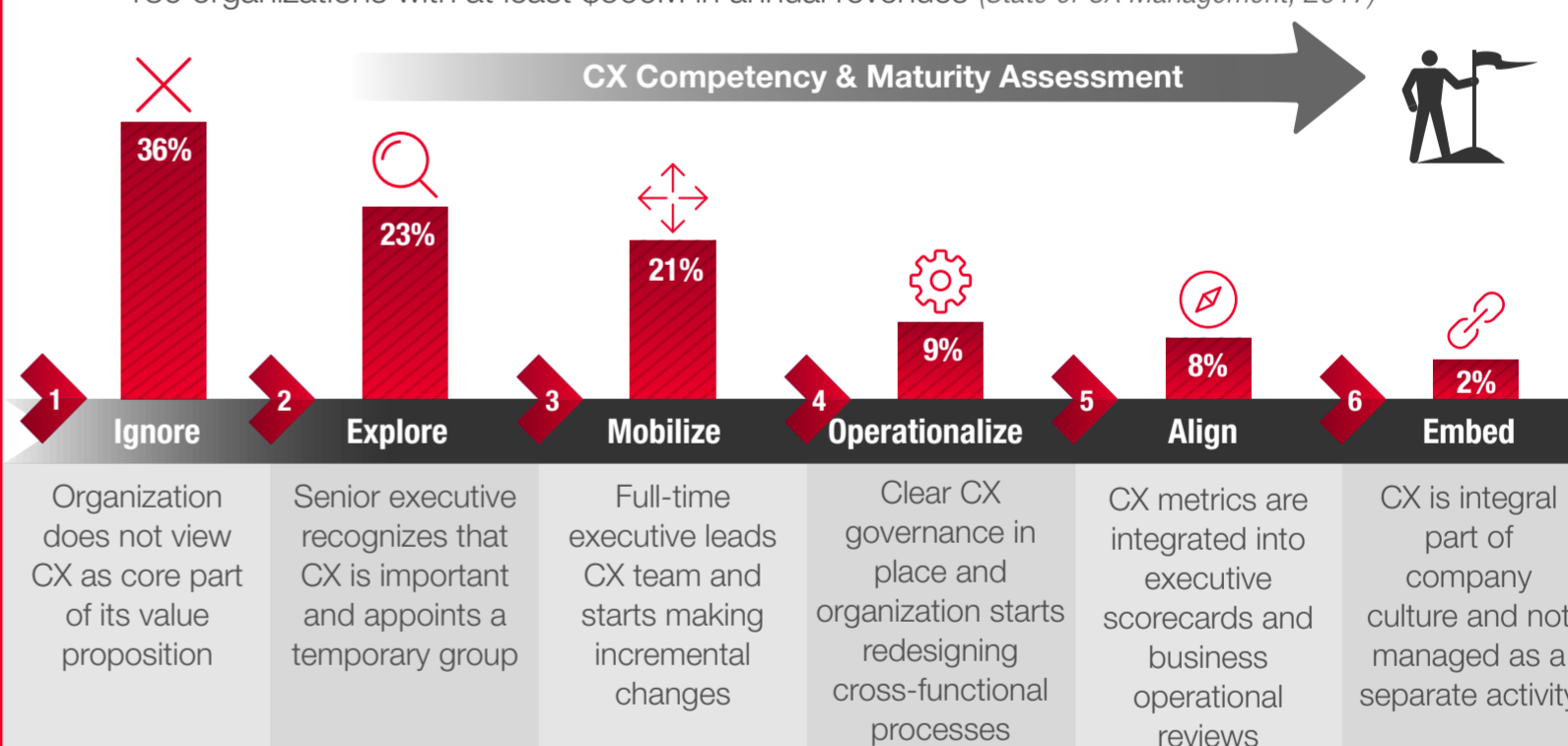
180 organizations with at least \$500M in annual revenues (State of CX Management, 2017)

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



CX Management Remains Immature

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



Companies Must Master the Four CX Core Competencies

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



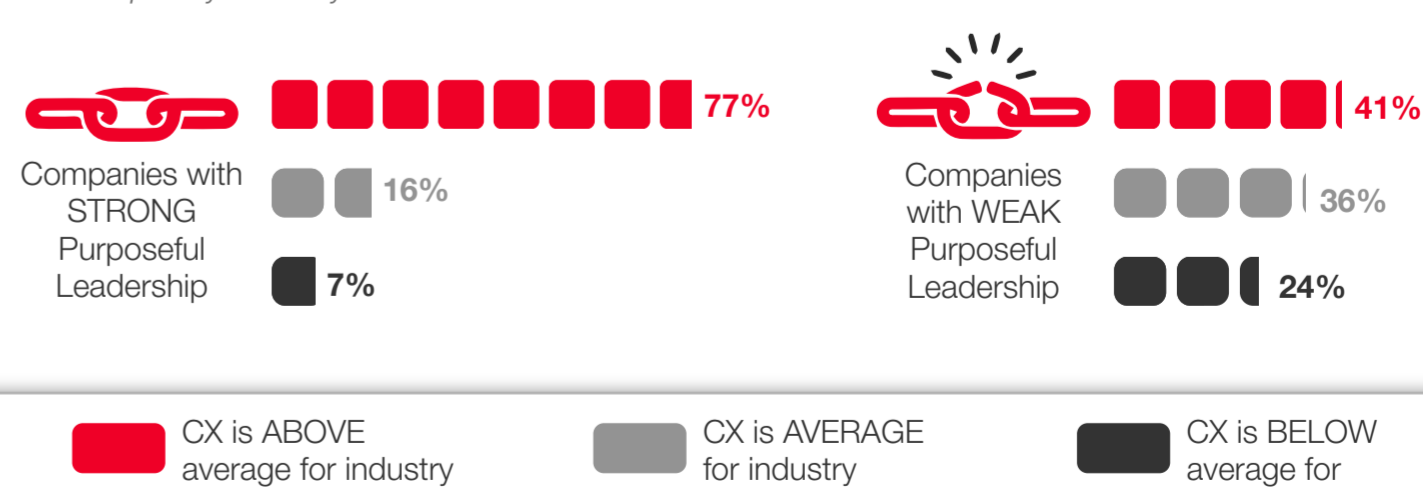
Are your brand attributes driving decisions about how you treat customers?

Is customer feedback and insight integrated throughout your organization?

Are employee fully committed to the goals of your organization?

Purposeful Leadership Leads to CX Leadership

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



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

Copyright © 2017 Temkin Group

