

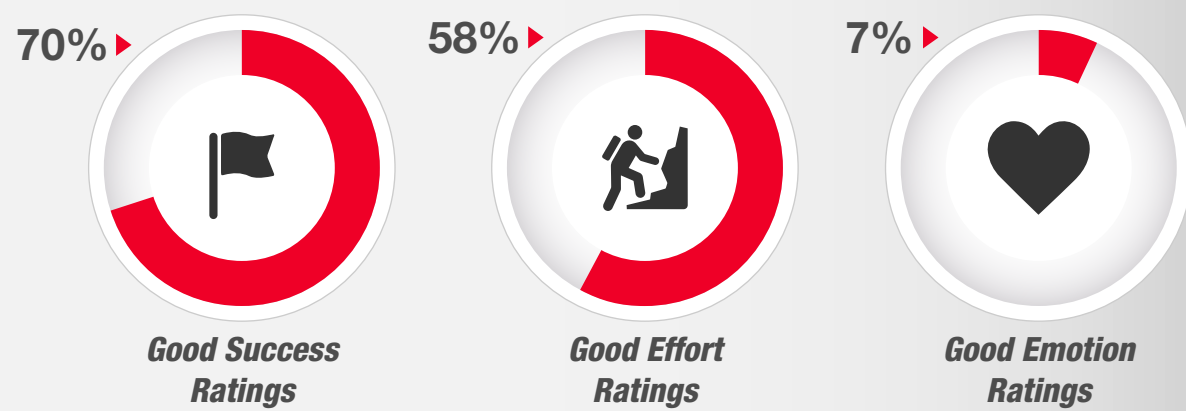
12 CUSTOMER EXPERIENCE FACTOIDS

CX RATINGS, PEOPLE, & LEADERSHIP



Interesting data snippets from Temkin Group's 2017 research

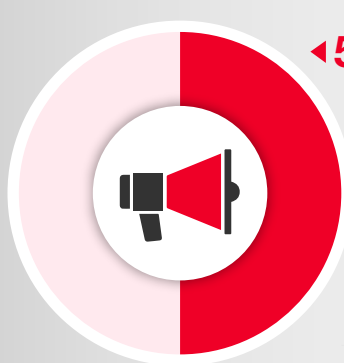
Temkin Experience Ratings



1 Emotion is the weak link in CX

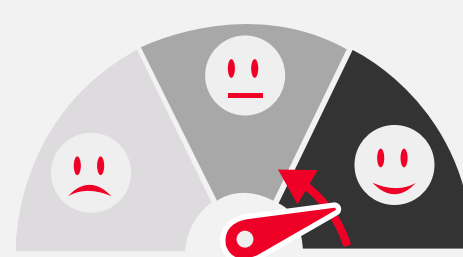
Looking across 488 companies in the U.S. and UK Temkin Experience Ratings, **70%** have good *Success* ratings, **58%** have good *Effort* ratings, and **7%** have good *Emotion* ratings. *2017 Temkin Experience Ratings, US & UK*

2 Half of consumers are promoters



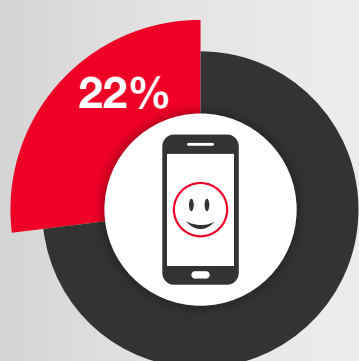
50% Across 20 U.S. consumer industries, the average Net Promoter® Score is **28**, and **50%** of consumers are promoters. *Net Promoter Score Benchmark Study, 2017*

3 B2B NPS® drops for tech vendors



The average Net Promoter Score for large tech vendors dropped from **29.9** in 2016 to **21.4** in 2017. IT decision makers who are promoters dropped from **48%** to **45%**. *Tech Vendor NPS Benchmark, 2017*

4 Mobile experiences lag behind



60% of large companies think they deliver a good experience via phone agents, but only **22%** feel that way about mobile experiences. *State of CX Management, 2017*

5 Leaders don't prioritize employee feedback



73% of large companies survey their employees at least annually, but only **45%** of executives put a high priority on responding to what they find. *Employee Engagement Competency & Maturity, 2017*



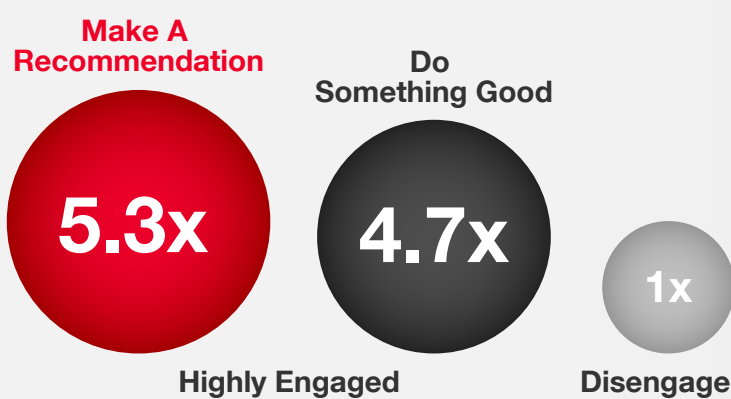
6 Employee engagement drives CX success



79% of employees within CX leaders are highly or moderately engaged, compared with only **49%** of employees within companies with CX that is equal to or below their peers. *Employee Engagement Benchmark Study, 2017*



7 Engaged employees are extremely valuable



4.7x more likely to do something good for the company even if it is not expected of them. *Employee Engagement Benchmark Study, 2017*

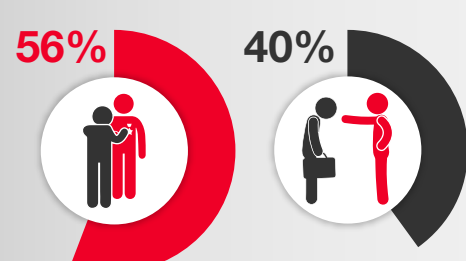
Compared to disengaged employees, highly engaged employees are **5.3x** more likely to make a recommendation about an improvement and

8 Few employees are highly engaged



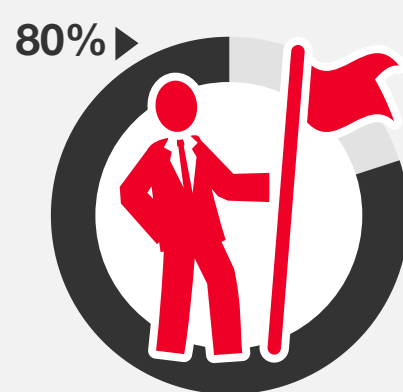
33% of U.S. employees are highly engaged. Only **26%** of employees between 18- and 24-years old are highly engaged, the lowest of any age group. *Employee Engagement Benchmark Study, 2017*

9 Positive bosses motivate employees



56% of employees whose bosses regularly show appreciation for their work are likely to do something that is good for the company, compared to only **40%** of other employees. *Want Better Employees? Be A Purposeful Leader*

10 Purposeful leaders impact their employees



More than **80%** of employees say they always or almost always try their hardest at work if they're working for a boss who leads with purpose. *Young Employees Are Most Impacted By Purposeful Leaders*

11 An inspiring mission is an employee magnet

Inspiring Mission



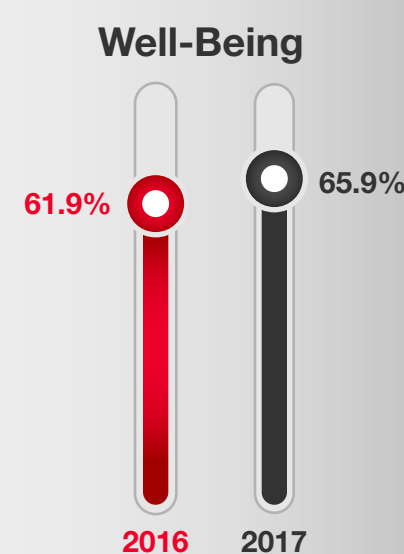
Over **54%** of consumers of all ages said an inspiring mission was the most important attribute of a potential new job, well above those who

chose above average pay or a great boss. *An Inspiring Mission Is An Employee Magnet*

12 Consumer well-being reaches new heights



The *Temkin Well-Being Index*, which measures the degree to which U.S. consumers are happy, healthy, and financially secure, increased from **61.9%** in 2016 to **65.9%** in 2017. It's the highest level over the six years. *Temkin Well-Being Index*



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When experience matters