

# 12 CUSTOMER EXPERIENCE FACTOIDS

## CX RATINGS, PEOPLE & LEADERSHIP

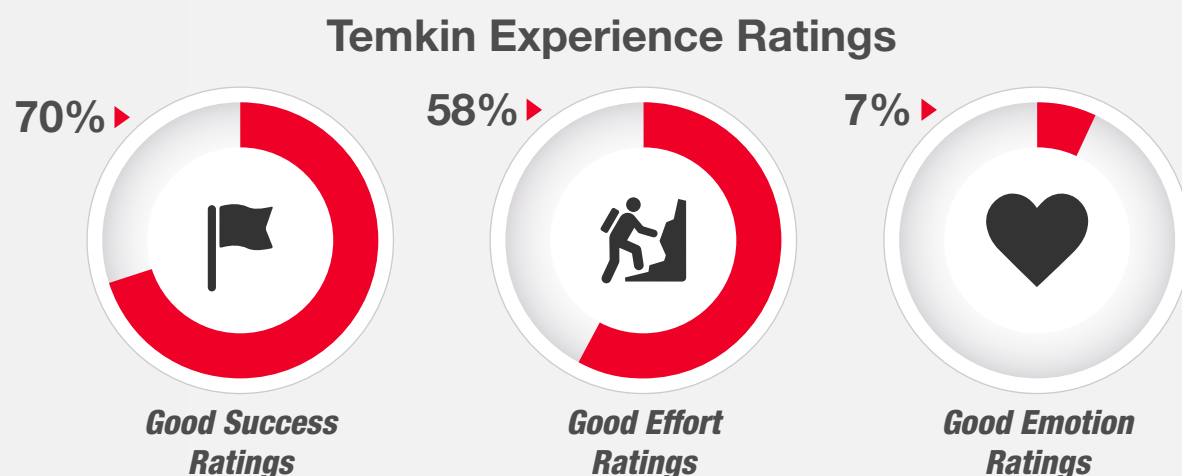


Interesting data snippets from Temkin Group's 2017 research

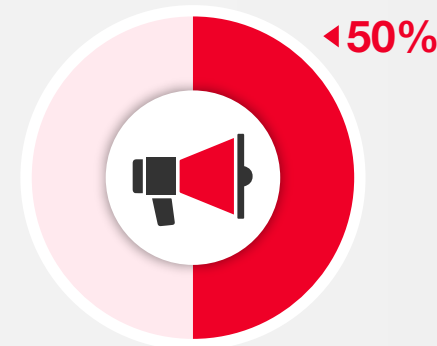
### 1 Emotion is the weak link in CX

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*



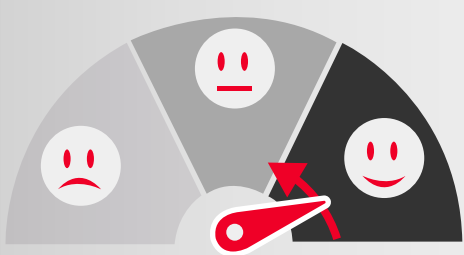
### 2 Half of consumers are promoters



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

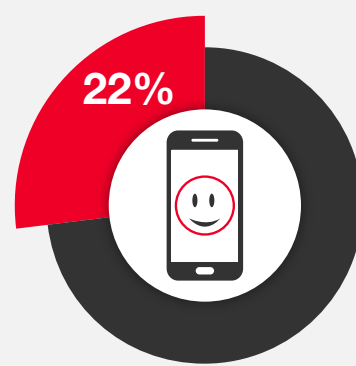


The average Net Promoter Score for large tech vendors dropped from **29.9** in 2016 to **21.4** in 2017. IT decision makers

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.

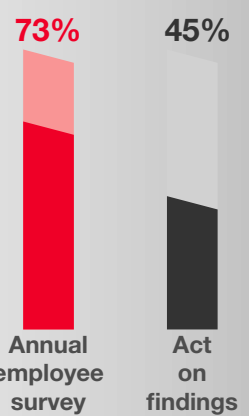
*State of CX Management, 2017*

### 5 Leaders don't prioritize employee feedback

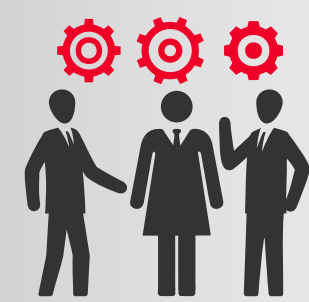


**73%** of large companies survey their employees at least annually, but only **45%** of executives put a high priority on responding to what they find.

*Employee Engagement Competency & Maturity, 2017*



### 6 Employee engagement drives CX success

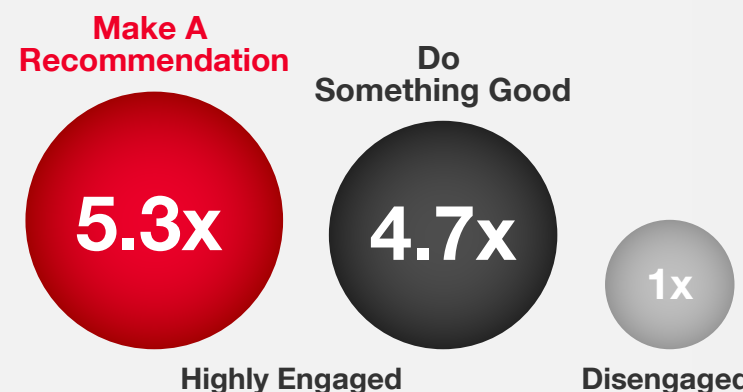


**79%** of employees within CX leaders are highly or moderately engaged, compared with only **49%** of employees within companies with CX that is equal to or below their peers.

*Employee Engagement Benchmark Study, 2017*



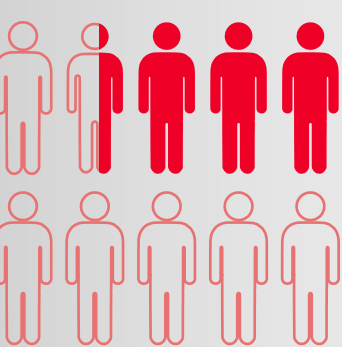
### 7 Engaged employees are extremely valuable



Compared to disengaged employees, highly engaged employees are **5.3x** more likely to make a recommendation about an improvement and **4.7x** more likely to do something good for the company even if it is not expected of them.

*Employee Engagement Benchmark Study, 2017*

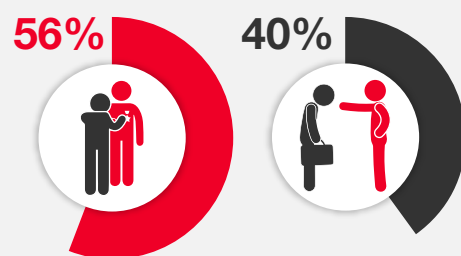
### 8 Few employees are highly engaged



**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*

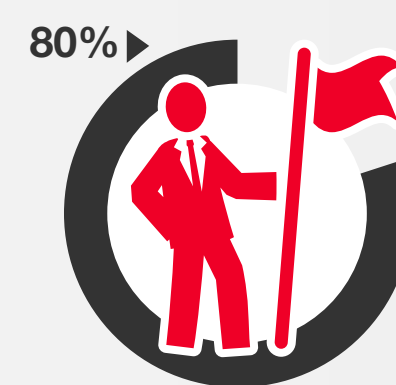
### 9 Positive bosses motivate employees



**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.

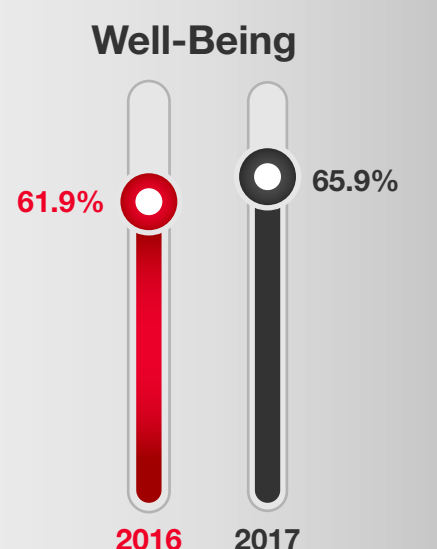
*An Inspiring Mission Is An Employee Magnet*

### 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*



Customer Experience Matters is a registered trademark of Temkin Group.  
Net Promoter and NPS are registered trademarks of Bain & Company, Satmetrix Systems and Fred Reichheld.

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

Copyright ©2018 Temkin Group

**TEMKIN**  
GROUP  
When experience matters