

# Customer Experience Matters®

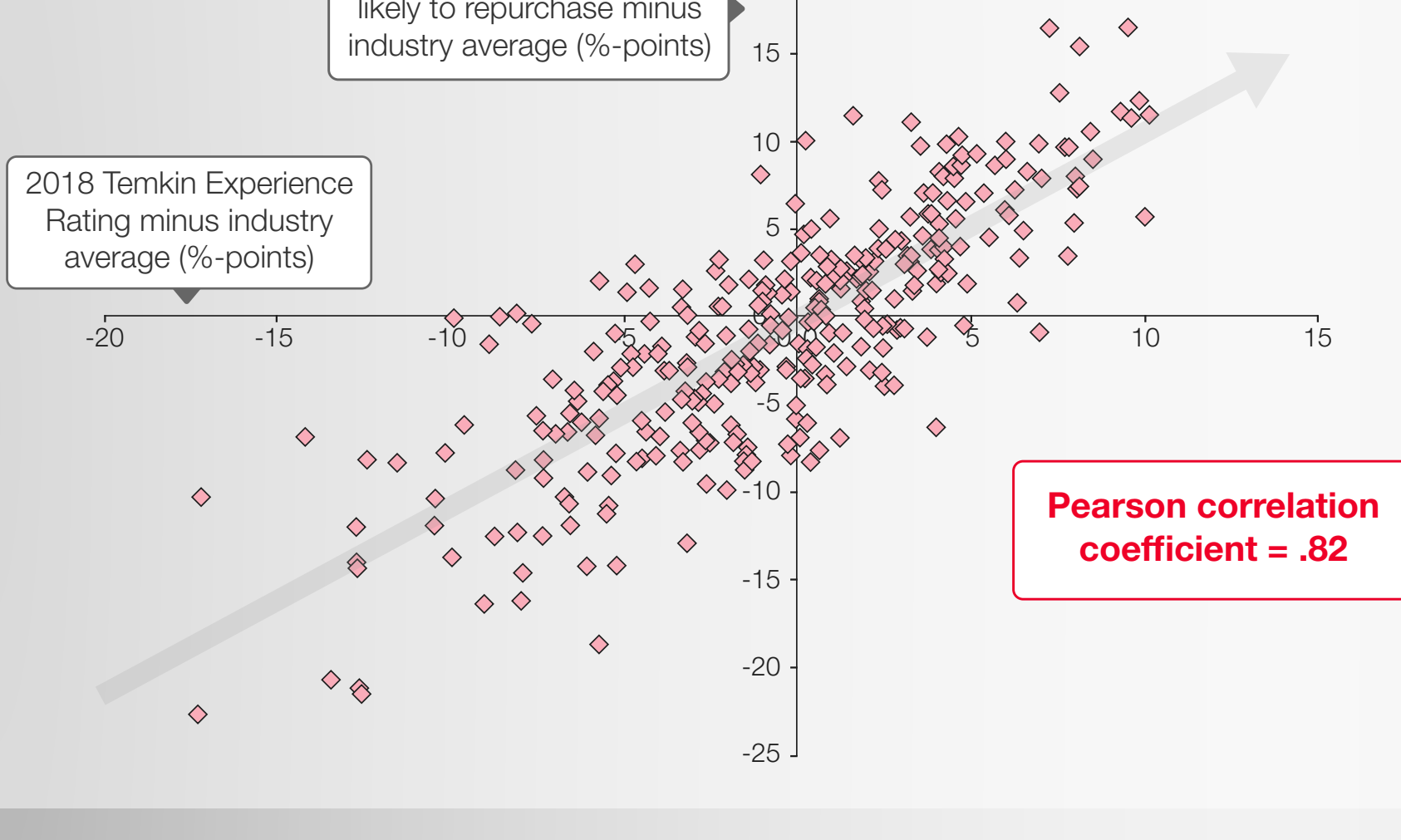
2018

THE YEAR OF HUMANITY



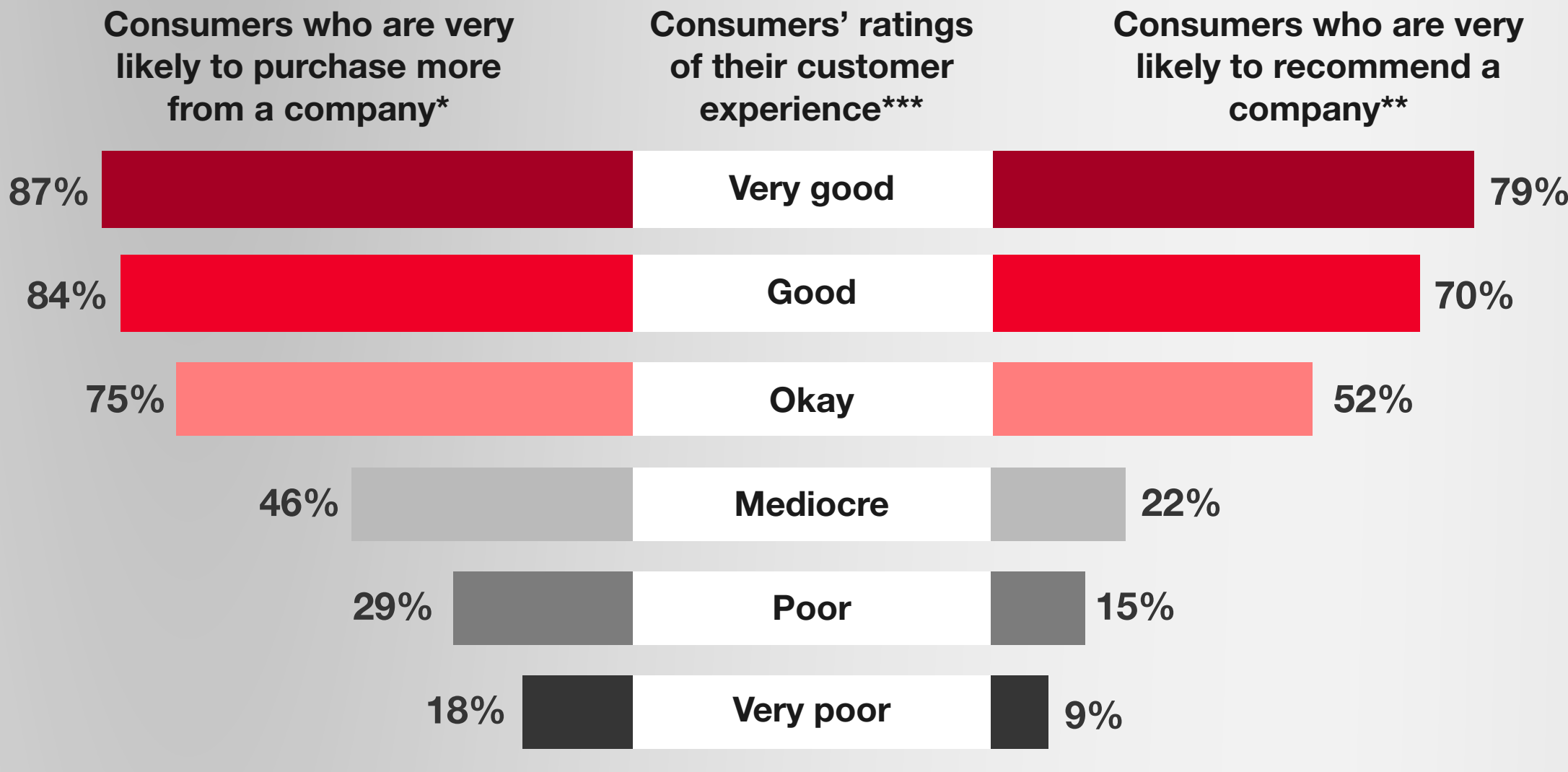
## Customer Experience Correlates to Loyalty

Source: 318 companies based on a survey of 10,000 US consumers (ROI of Customer Experience, 2018)



## Loyalty Increases at Every Level of Customer Experience

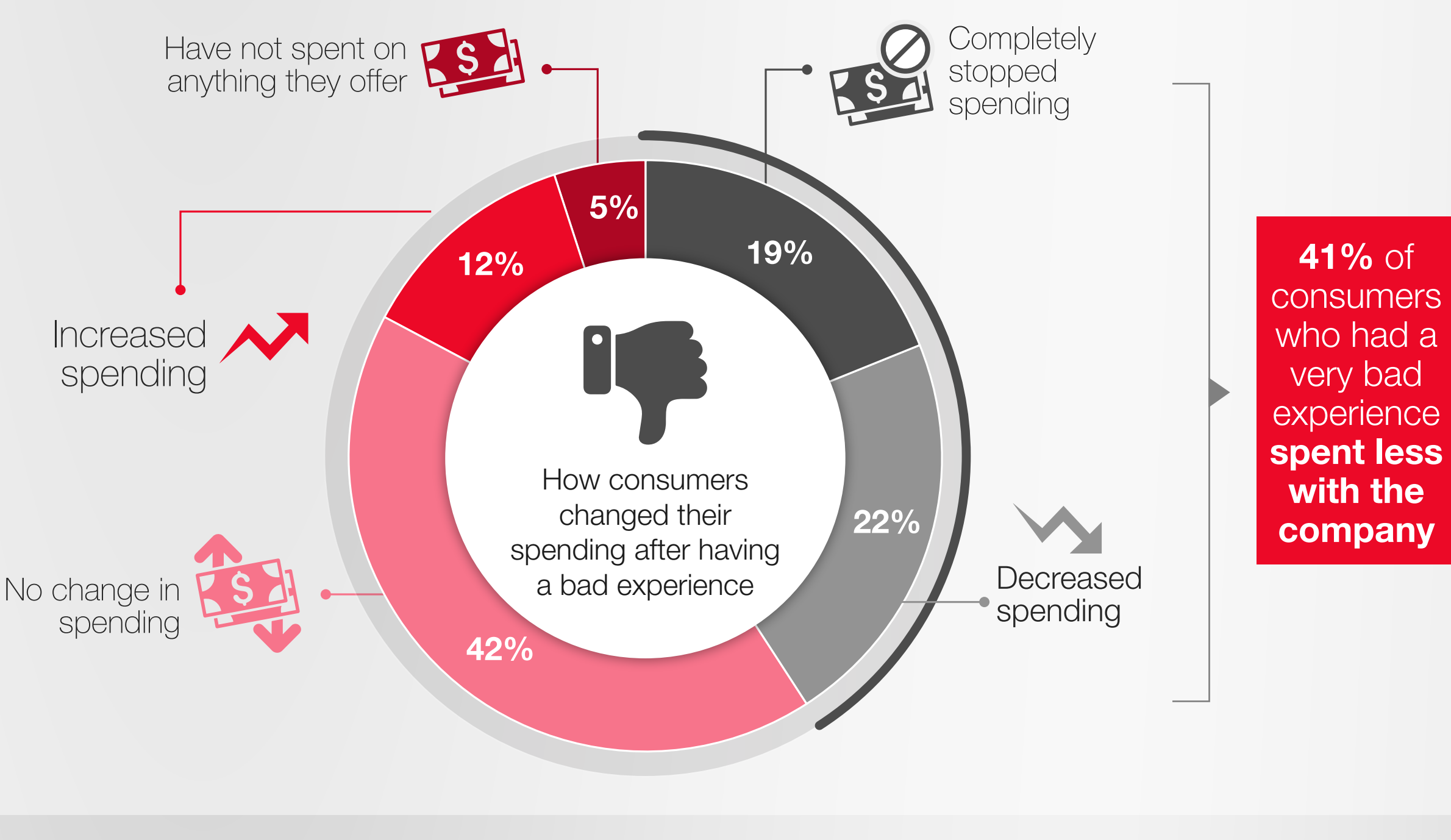
Source: Average across 20 industries based on a survey of 10,000 US consumers (ROI of Customer Experience, 2018)



\*Percentages represent the quantity of 6s and 7s selected on scale from 1 (extremely unlikely) to 7 (extremely likely)  
 \*\*Percentages represent the quantity of 9s and 10s selected on scale from 0 (not at all likely) to 10 (extremely unlikely).  
 \*\*\*Based on Temkin Experience Ratings

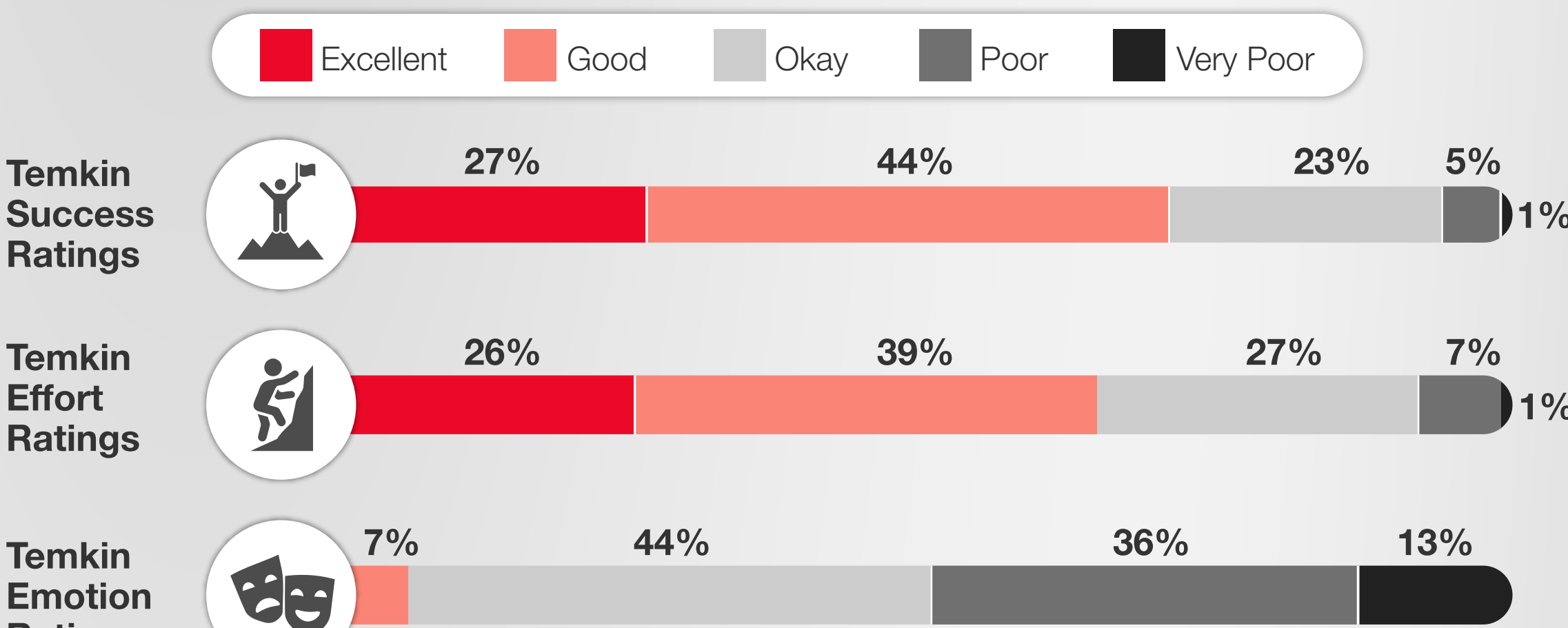
## A Bad Experience Can Be Very Costly

Source: 7,707 bad experiences of US consumers (What Consumers Do After a Good or Bad Experience, 2018)



## Customers' Emotional Needs Are Not Being Met

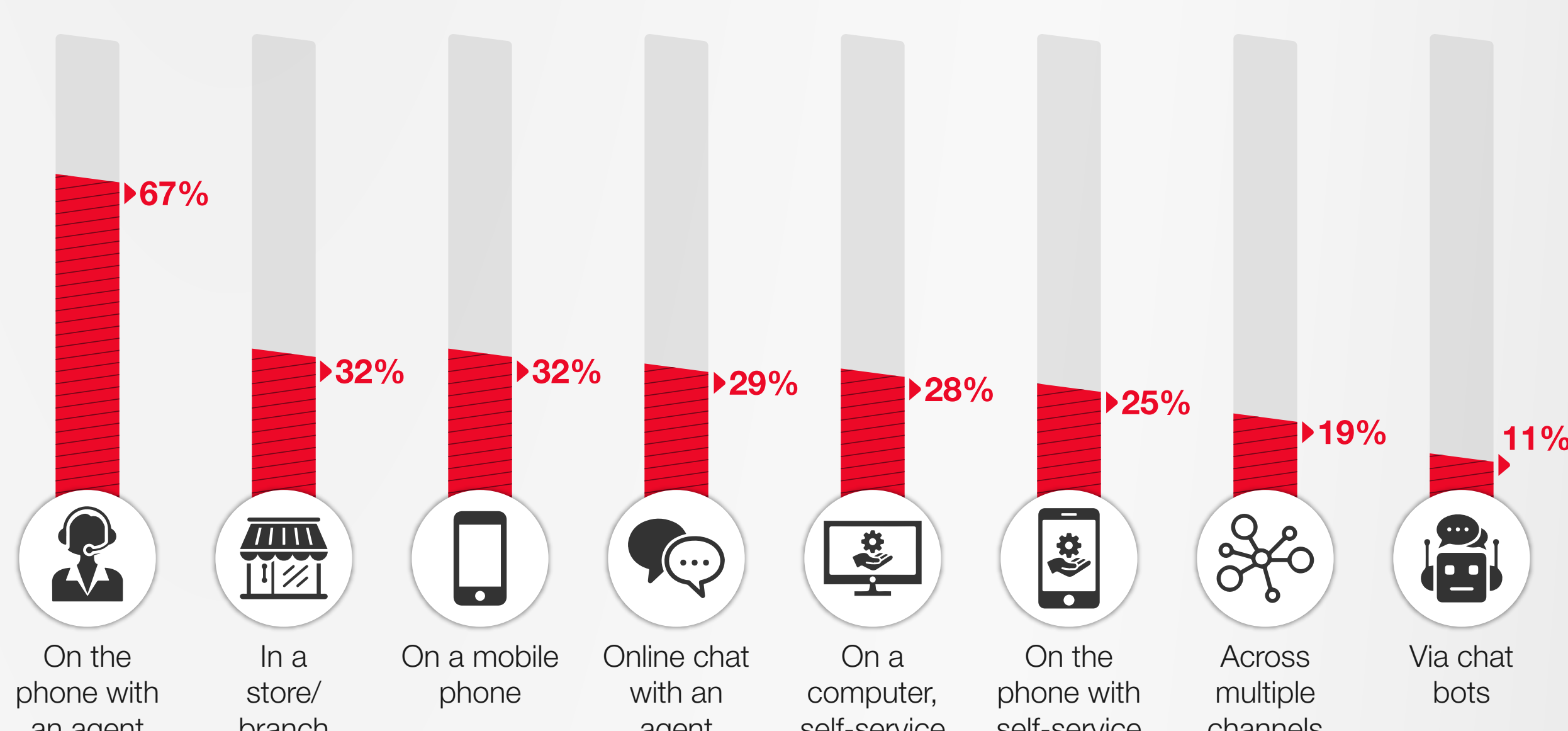
Source: 10,000 U.S. consumers rated 318 companies across 20 industries (2018 Temkin Experience Ratings)



## Companies Know They Aren't Doing A Great Job

Source: 171 organizations with at least \$500M in annual revenues (State of CX Management, 2018)

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



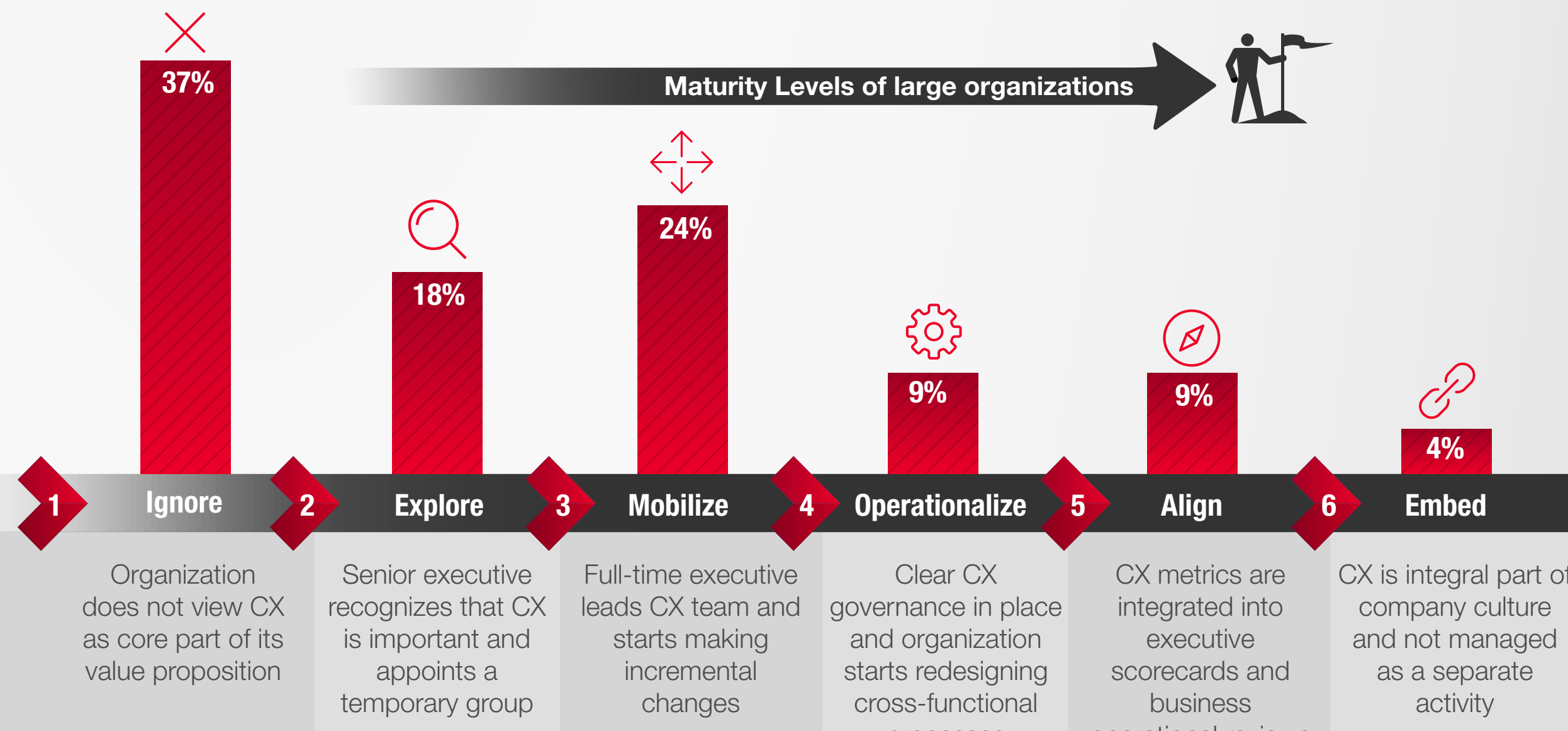
## Companies Must Master Four CX Core Competencies



## CX Management Remains Immature

Source: 171 companies with at least \$500M in annual revenues that completed Temkin Group's CX Competency & Maturity Assessment (State of CX Management, 2018)

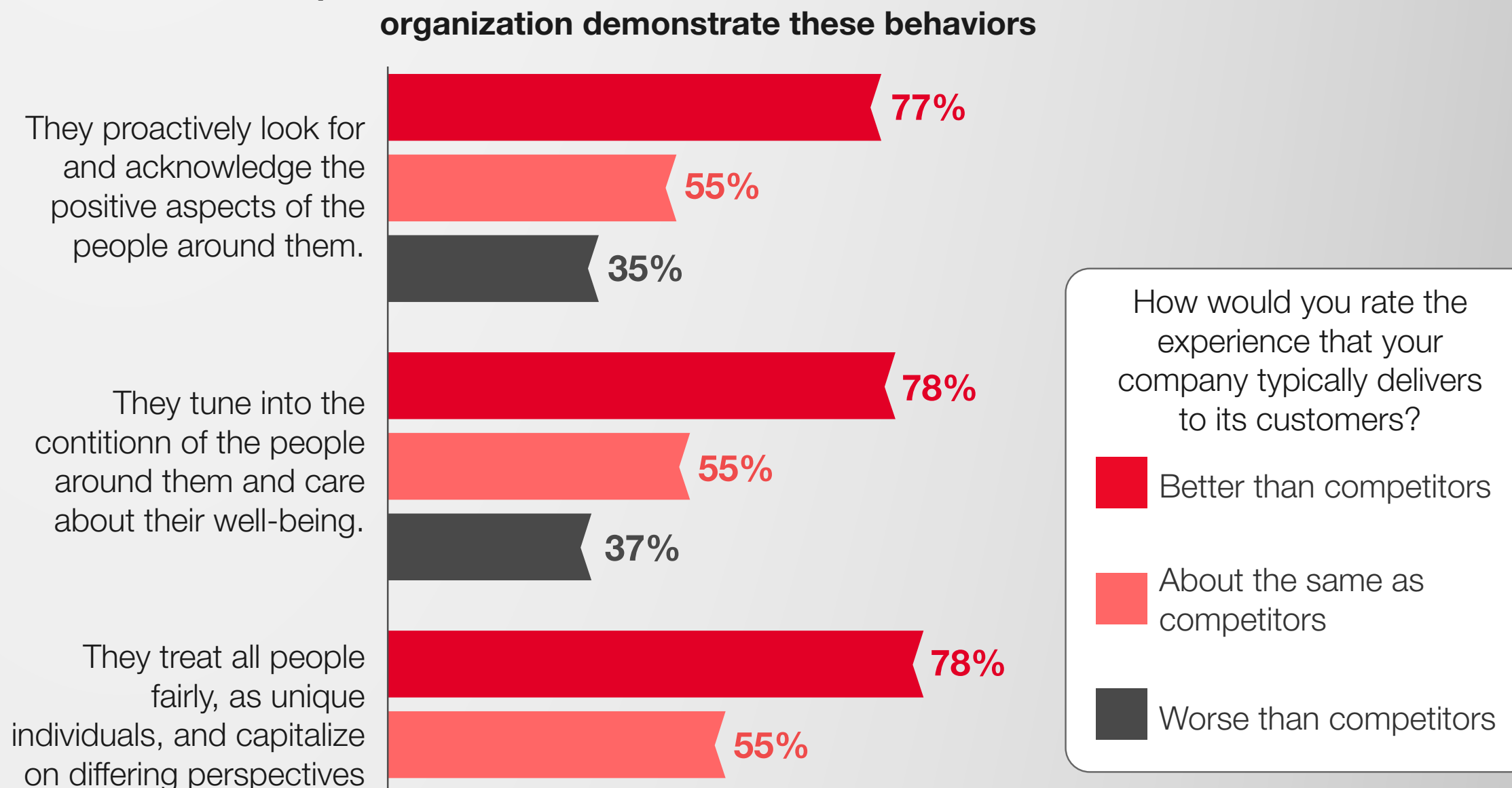
Visit [ASSESSCX.COM](http://ASSESSCX.COM) for your FREE online assessment



## Positive Humanity And Customer Experience Go Hand In Hand

Source: 10,000 U.S. consumers, Temkin Group Q3 2018 Consumer Benchmark Study

Respondents who believe that MOST EMPLOYEES in their organization demonstrate these behaviors



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

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

