

Customer Experience Matters®



2018

THE YEAR OF HUMANITY

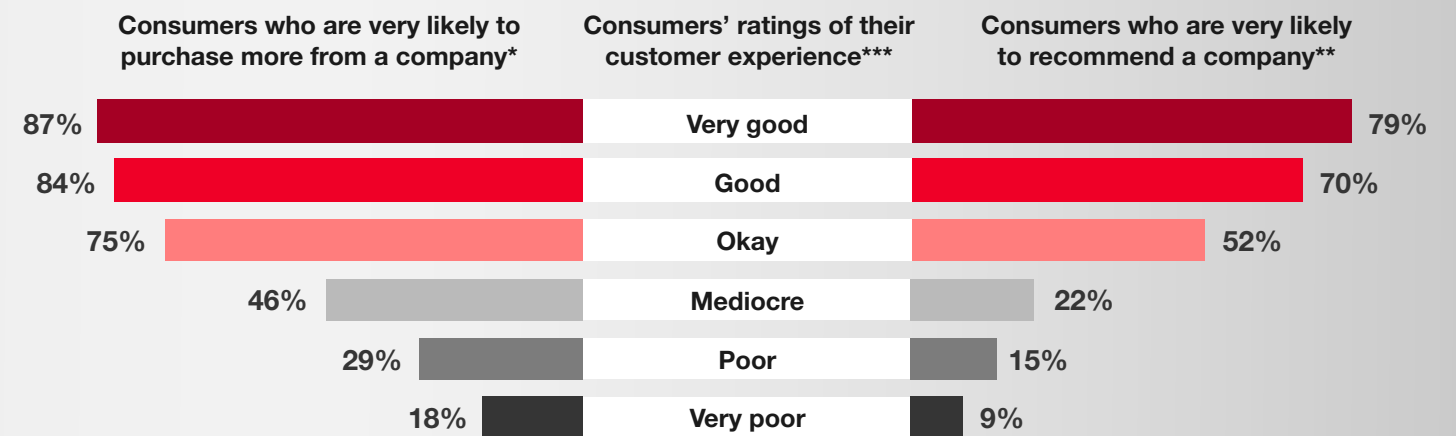
Customer Experience Correlates to Loyalty

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

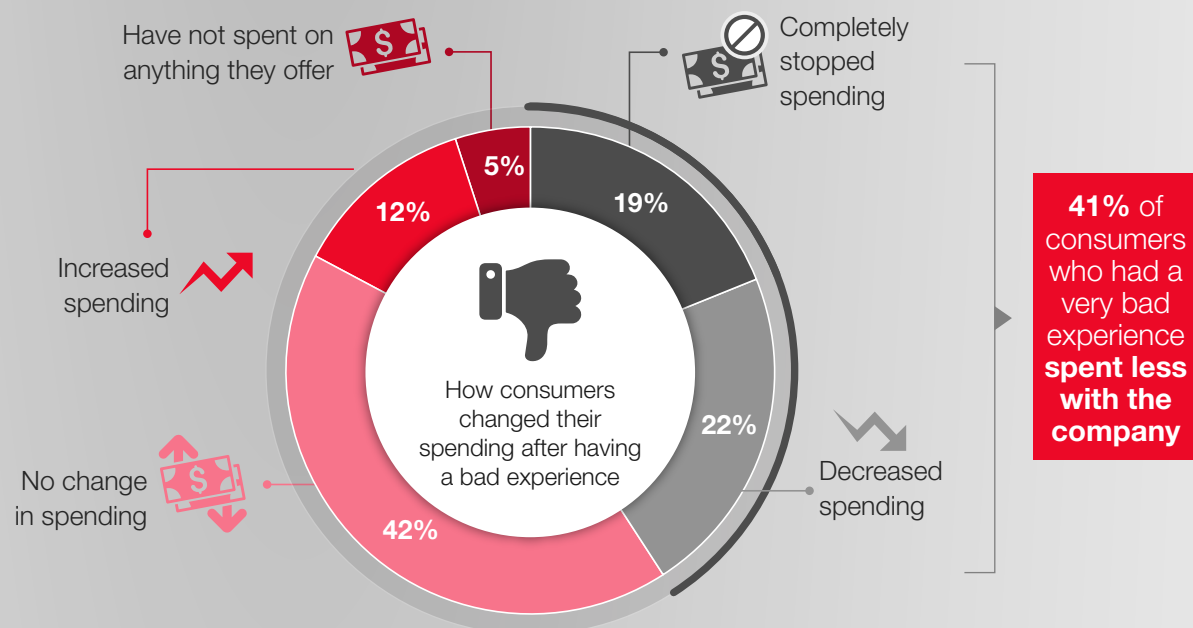
Source: Average across 20 industries based on a survey of 10,000 US consumers (ROI of Customer Experience, 2018)



*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

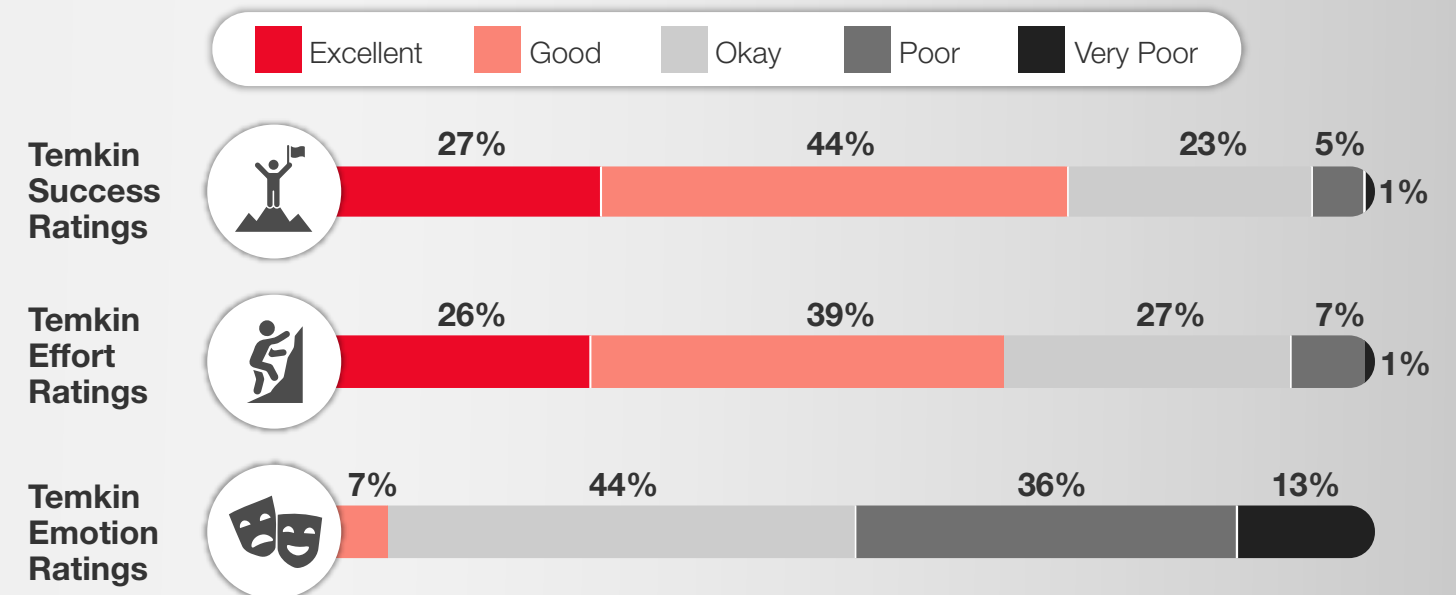
A Bad Experience Can Be Very Costly

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



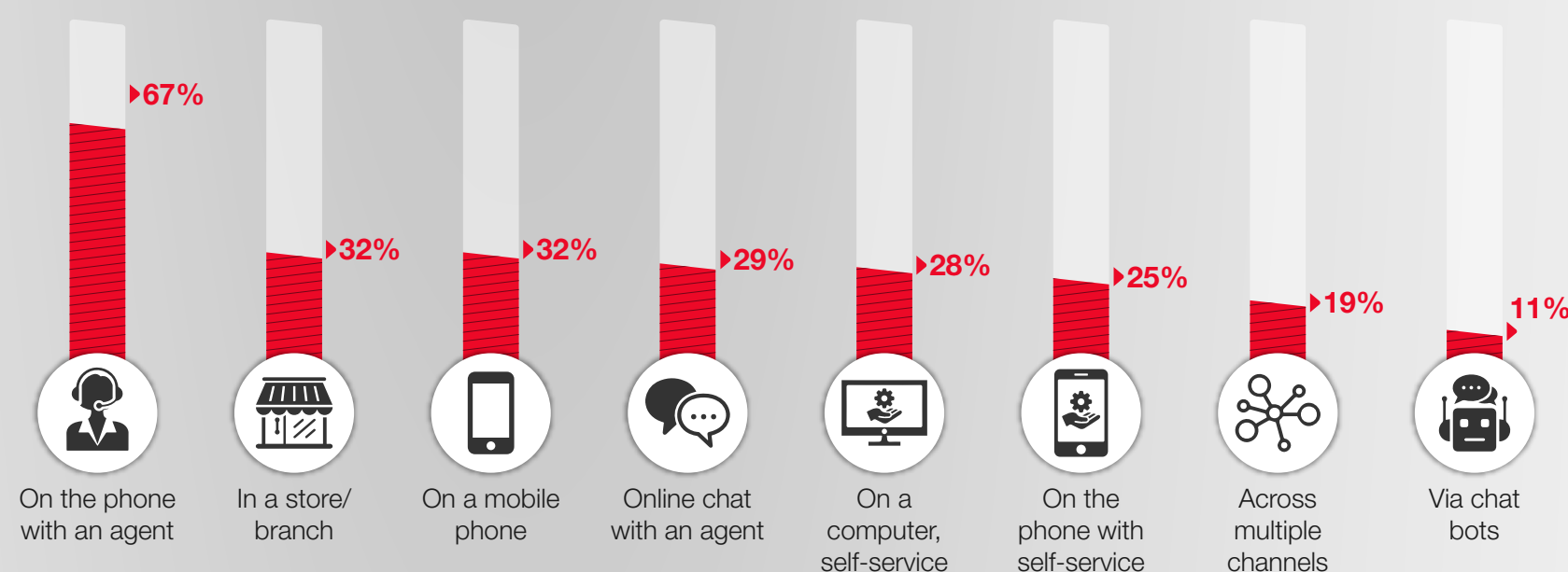
Customers' Emotional Needs Are Not Being Met

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

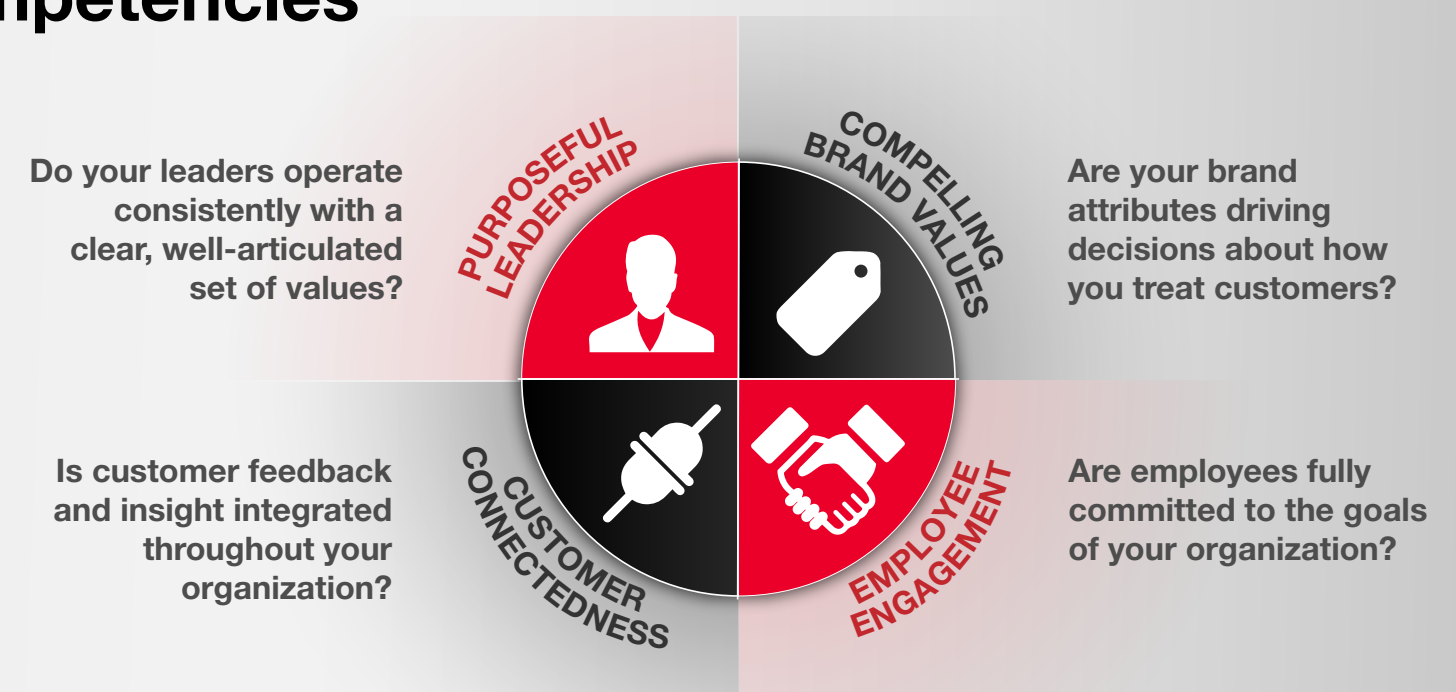


Companies Know They Aren't Doing A Great Job

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



Companies Must Master Four CX Core Competencies



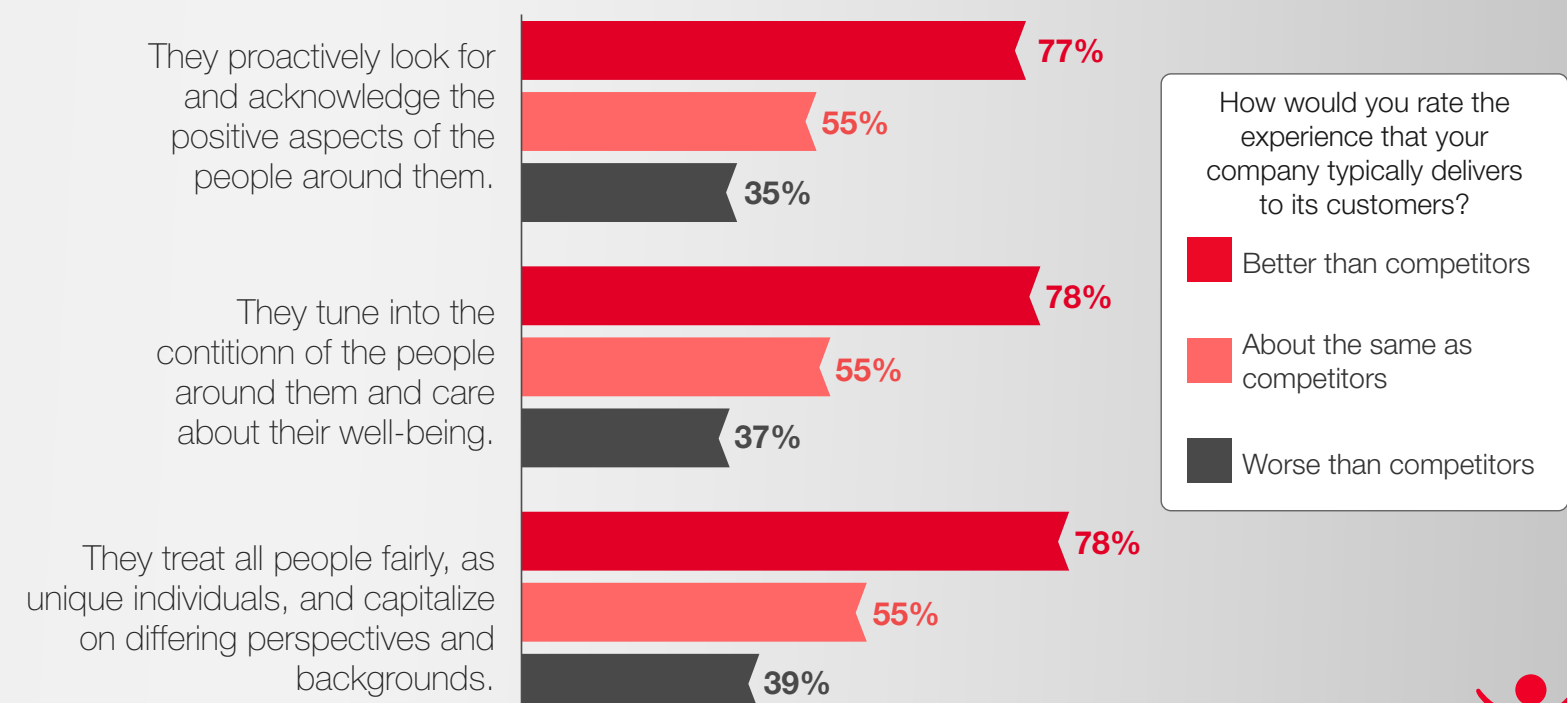
CX Management Remains Immature

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



Positive Humanity And Customer Experience Go Hand In Hand

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



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