



Know me

The key to an individualized, personal customer experience



Findings based on



Research completed March 2018



7,507 consumers



296 cross-sector brands



100+ responses on each brand

Six Pillars of customer experience excellence



Personalization



Integrity



Expectations



Resolution



Time & Effort



Empathy

US customer experience themes



Deep Personalization

It requires customer data, but customers are increasingly reluctant to provide it.



Contextualized data

Customer-led organizations require new frameworks to understand the value they create for customers — and the value different types of customers create for them.



Connected organizations

To take advantage of customer insights and react more quickly, organizations must unite the front, middle and back office around the customer.

Top 50 brands have:



50% greater revenue growth than bottom 50



3.3x greater EBITDA growth than bottom 50

Top 3 sectors:

1st



Grocery retail

2nd



Restaurants & fast food

3rd



Non-grocery retail



Global research in 2018:

- Annual research conducted since 2010
- 2,300 brands measured
- Research in 14 countries in 2018
- 170,000+ consumers interviewed

Most businesses fail CX economics



Personalization leads all other pillars in influencing consumer behavior