

# THE STATE OF CUSTOMER EXPERIENCE (CX)

THE ECONOMICS OF CX ARE COMPELLING



CX leaders have more loyal customers than CX laggards:



Every company makes mistakes, but good CX can save the day.

How consumers change their spending after having a bad experience...



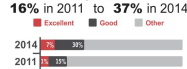
CX EXCELLENCE IS RARE, BUT IT'S IMPROVING

Companies have strong CX ambitions



Temkin Experience Ratings evaluates more than 250 companies across 19 industries based on feedback from 10,000 U.S. consumers.

Companies with "good" or "excellent" ratings has grown from



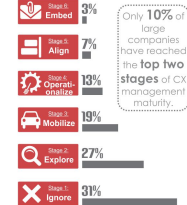
## 15 OUT OF 19 IMPROVED

Industries increased their Temkin Experience Ratings between 2013 and 2014

FIRMS ARE STILL IN EARLY STAGES OF THEIR CX JOURNEYS

More than 200 companies with revenues of \$500 million or more companies.

### Temkin Group's CX Maturity Assessment



CX SUCCESS REQUIRES MORE THAN SUPERFICIAL CHANGES

### FOUR CX CORE COMPETENCIES



Companies that want to build sustainable need to move their CX efforts from

**Fluff** to **Tough**



DID YOU KNOW?

There are more than 100,000 CX professionals in North America

98% and 98% agree with the statement, "customer experience is a great profession to be in."

Compared with unengaged employees, highly engaged employees are...



**2.5X** Companies with superior customer experience have almost 2.5 as many engaged employees as do companies that lag in customer experience.

After a very bad experience, 32% of U.S. consumers gave feedback directly to a company, 20% wrote about it on Facebook, and 32% posted on Twitter.

Source: Temkin Group research. The Temkin Group's CX Maturity Assessment, 2014. © 2014 Temkin Group. All rights reserved.

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