

THE STATE OF CUSTOMER EXPERIENCE (CX)

THE ECONOMICS OF CX ARE COMPELLING



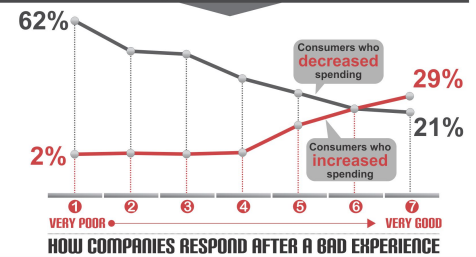
Average amount of revenue generated by a **modest improvement in customer experience** over three years for a \$1 billion firm.

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

6% Rate themselves as **CX leaders today**

58% Have goals to be **CX leaders in 3 years**

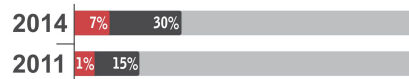
Temkin Experience Ratings

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

16% in 2011 to **37%** in 2014

Excellent Good Other

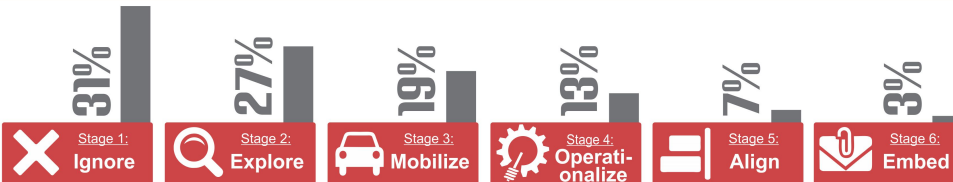


industries increased their **Temkin Experience Ratings** between 2013 and 2014

FIRMS ARE STILL IN EARLY STAGES OF THEIR CX JOURNEYS



Temkin Group's CX Maturity Assessment
More than 200 companies with revenues of \$500 million or more completed



Only **10%** of large companies have reached the **top two stages** of CX management maturity.

CX SUCCESS REQUIRES MORE THAN SUPERFICIAL CHANGES

FOUR CX CORE COMPETENCIES

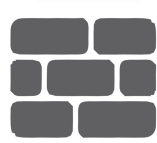
Purposeful Leadership Do your leaders operate consistently with a clear, well-articulated set of values?	Compelling Brand Values Are your brand attributes driving decisions about how you treat customers?
Customer Connectedness Is customer feedback and insight integrated throughout your organization?	Employee Engagement Are employee fully committed to the goals of your organization?

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

Fluff TO **Tough**



Making Superficial Changes



Creating customer-centric culture & operations

Fluff	Tough	Fluff	Tough
Purposeful Leadership: Executives support and endorse CX efforts	Employee Engagement: Employees engaged as needed to support initiatives	Compelling Brand Values: Brand platform includes clear customer promises	Customer Connectedness: Closed-loop VOC program
Executives embody and reinforce customer-centric values	Employee engagement embedded in HR practices	Employees understand the link between their efforts and brand promises	Ongoing insights from integration between customer feedback, CRM, and operational data

DID YOU KNOW THAT?

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...

3X more likely to make a recommendation about an improvement at the company

5X more likely to recommend that someone apply for a job at their company

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**.

Sources (Temkin Group research):
ROI of Customer Experience, 2014
The State of CX Management, 2014
2014 Temkin Experience Ratings
The Economics of Net Promoter Scores
Employee Engagement Benchmark Study, 2014
What happens After A Good or Bad Experience, 2014

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For more information, visit the **Customer Experience Matters®** blog at ExperienceMatters.wordpress.com

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