### CUSTOMER EXPERIENCE MATTERS® 2015

The Economics of CX Are Compelling

**Buy Work For Life®**
- **Drivers of Customer Experience**
  - Product/Service Quality
  - Value
  - People/Service
  - Delivery/Time to Market
  - Price/Value
  - Technology

**FORGE A STRONGER RELATIONSHIP**

- **Change in Spending After a Bad Experience Based on Company Response**
  - *Decreased by 50%*
  - *Increased by 14%*
  - *No Change*

**CUSTOMER EXPERIENCE REMAINS IMPORTANT**

### TEMRE Ratings
2015 Temrex Experience Ratings: Companies and Customer Experience in the Early Stages of CX Maturity

**AVERAGE INDUSTRY RATINGS**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airlines</td>
<td>3.5</td>
</tr>
<tr>
<td>Finance</td>
<td>4.0</td>
</tr>
<tr>
<td>Retail</td>
<td>3.8</td>
</tr>
<tr>
<td>Wireless</td>
<td>3.2</td>
</tr>
<tr>
<td>Hotel Operations</td>
<td>3.9</td>
</tr>
<tr>
<td>Retail</td>
<td>4.0</td>
</tr>
<tr>
<td>Hottest</td>
<td>5.0</td>
</tr>
</tbody>
</table>

**End Game**

- 5%
- 25%
- 37%
- 19%
- 34%

To Build CX Maturity, companies must master
- Core CX-Defining Competencies

**ENHANCED CUSTOMER EXPERIENCE EIGEN**

- Customer: If something has to be done again, do it faster and better.

**ENHANCED CUSTOMER EXPERIENCE EIGEN**

- CX Leaders fare significantly better engaged employees

**EMPLOYEES WHO ARE WORTHY**

- Employees who are willing to go the extra mile
- Employees who are engaged in the company's success
- Employees who are committed to the company's future

**Employee Engagement**

- **Customer Experience**
  - **Ratings**
  - **Engagement**

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*Source: Temrex Experience Ratings*