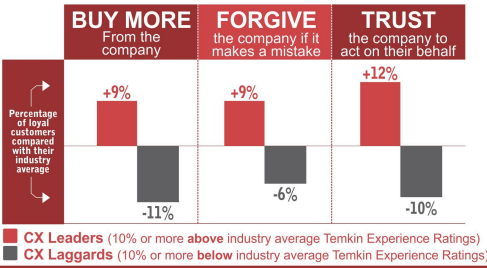


CUSTOMER EXPERIENCE MATTERS® 2015

THE ECONOMICS OF CX ARE COMPELLING

Customer experience leaders have more loyal customers...

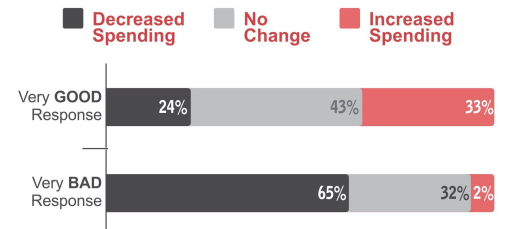


...and CX Leaders have **27 point higher Net Promoter Scores**



After a bad experience, **39% of consumers decreased their spending.** But customer experience makes a big difference...

Change in Spending After A Bad Experience Based on Company Response

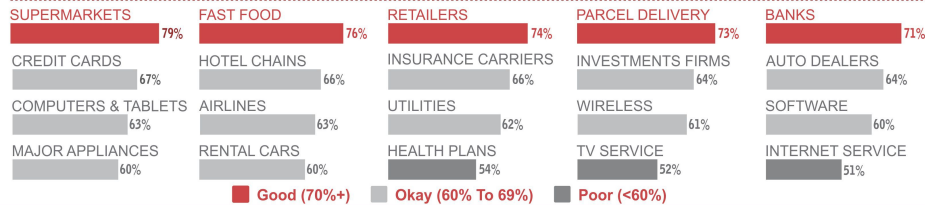


CUSTOMER EXPERIENCE REMAINS MEDIOCRE

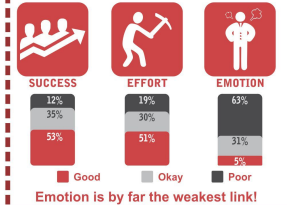


2015 Temkin Experience Ratings evaluates the customer experience of **293** companies across **20** industries.

AVERAGE INDUSTRY RATINGS



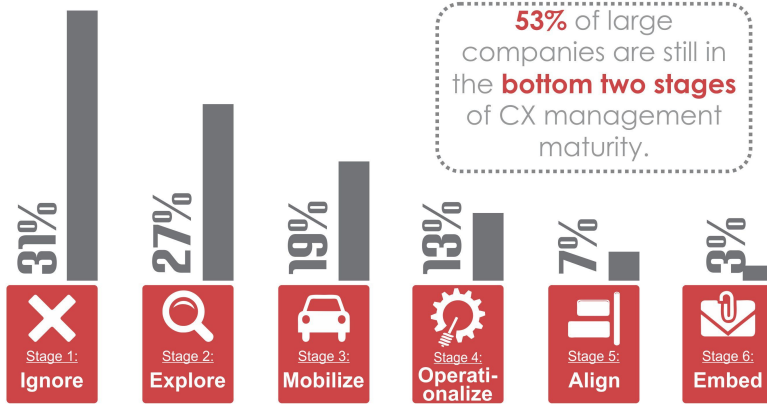
Temkin Experience Ratings evaluates three components of customer experience:



FIRMS ARE IN EARLY STAGES OF CX MATURITY



199 companies with revenues of \$500 million or more completed **Temkin Group's CX Maturity Assessment**



To build CX Maturity, companies must master **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

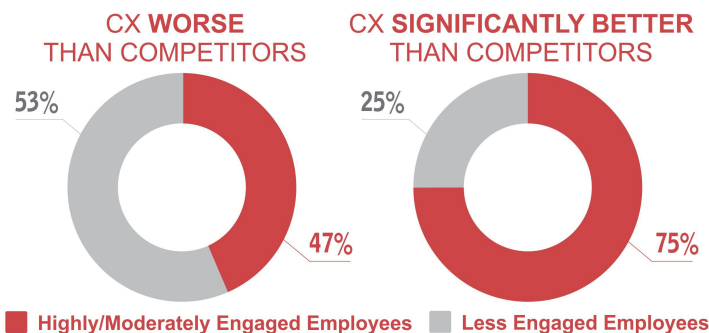
Is customer feedback and insight integrated throughout your organization?

Employee Engagement

Are employee fully committed to the goals of your organization?

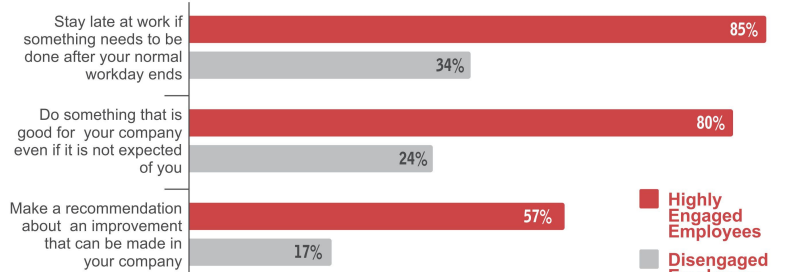
GREAT CUSTOMER EXPERIENCE REQUIRES ENGAGED EMPLOYEES

CX Leaders have significantly more engaged employees



ENGAGED EMPLOYEES ARE A HUGE ASSET!

Employees Who Are Likely to...



Net Promoter Score, Net Promoter, and NPS are registered trademarks of Bain & Company, Satmetrix Systems, and Fred Reichheld.

Customer Experience Matters is a registered trademark of Temkin Group.

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

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