

#CXNYC

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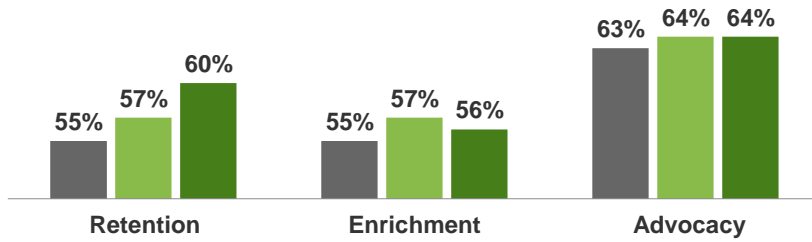
#CXNYC

**CX, Loyalty, and
Brand Strength**

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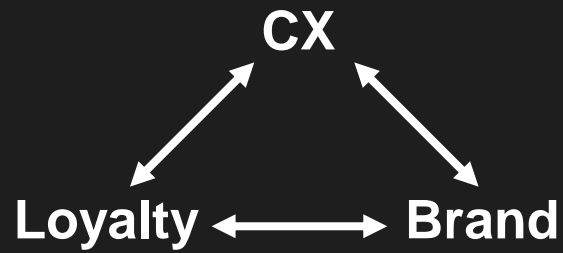


2016-2018 Loyalty trends



Base: 175,421 (2018) to 171,857 (2017) to 181,332 (2016) US online consumers (18+) who interacted with a specific brand within the past 12 months
Source: Forrester Analytics Customer Experience Index Online Survey, US Consumers 2016, 2017, 2018
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When customers have good experiences...

74% will stay.

83% will stay when they have excellent experiences.

Base: 176,421 US online consumers (18+) who interacted with a specific brand within the past 12 months
Source: Forrester Analytics Customer Experience Index Online Survey, US Consumers 2018
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When customers have good experiences...

66% will spend more.

83% will spend more when they have excellent experiences.

Base: 170,421 US online consumers (18+) who interacted with a specific brand within the past 12 months
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When customers have good experiences...

83% will recommend.

94% will recommend when they have excellent experiences.

Base: 170,421 US online consumers (18+) who interacted with a specific brand within the past 12 months
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Is a brand that sets itself apart from its competitors.

I prefer brand over all other brands like it.

I would go out of my way to do business with brand.

Source: Forrester Analytics Customer Experience Index Online Survey, US Consumers 2018
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2016-2018 Brand Strength Trends



Positive
Increased by 1%-3% (2016-2017).
Decreased by same amount
(2017-2018).

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2016-2018 Brand Strength Trends



Neutral
Decreased by 2%-4%.

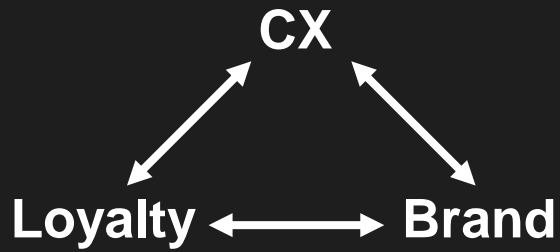
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2016-2018 Brand Strength Trends



Negative
Increased by 2%-5%.

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Customers who have excellent experiences are...

2x more likely to go out of their way to do business with a brand.

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Customers who have excellent experiences are...

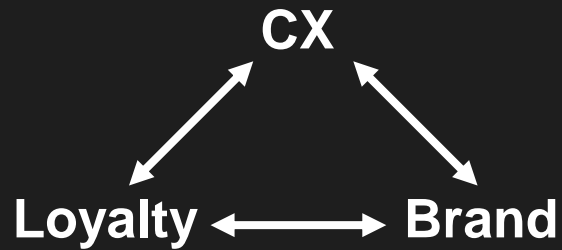
2.4x more likely to prefer a brand over all other brands.

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Customers who have excellent experiences are...

2.8x more likely to think a brand sets itself apart from competitors.

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When customers feel positive about a brand...

78% will stay.

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When customers feel positive about a brand...

81% will spend more.

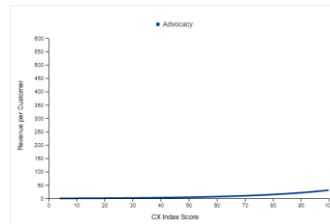
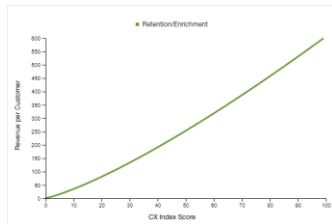
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When customers feel positive about a brand...

90% will recommend.

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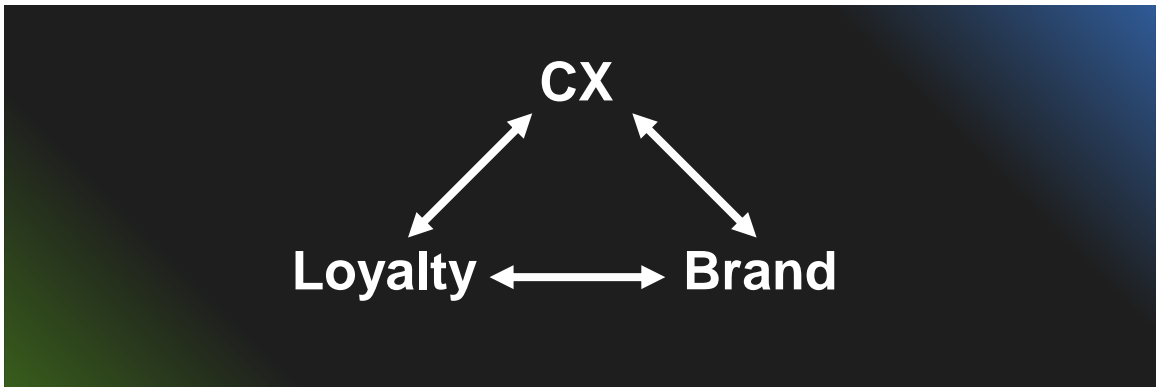
CX's impact on advocacy and revenue



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Thank you

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