

**ADAM
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the business case for
**CUSTOMER
EXPERIENCE**

A brief look at how great customer
experience affects organizations and
customer behavior.

RAPID HERO LEARNING AIDE
EMPLOYEE ONBOARDING I :: MODULE 2: LESSON 2



This document has been provided as part of the virtual training course **Rapid Hero: Employee Onboarding I.**

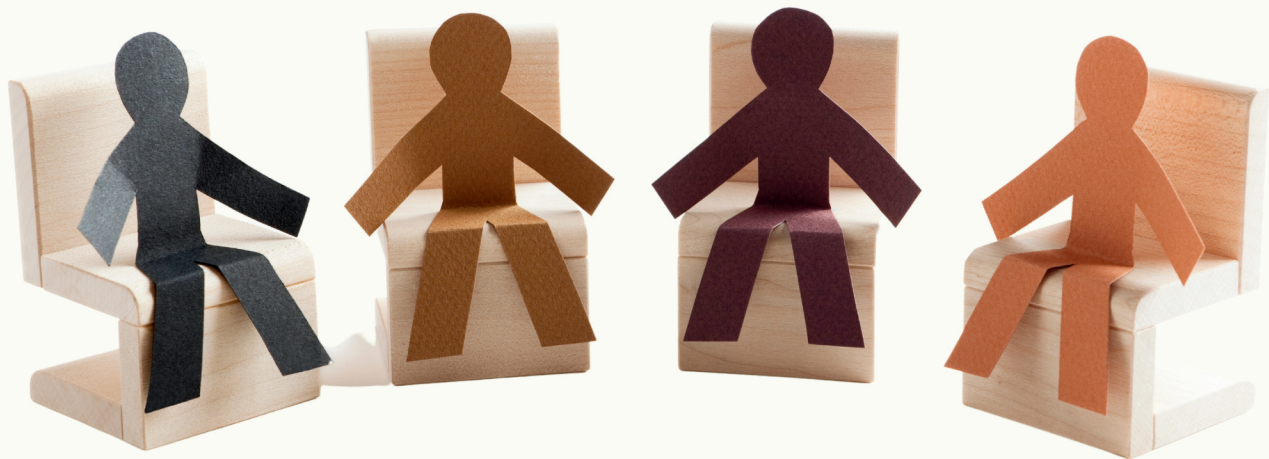


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m a d e h u m a n

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When we speak about the business case for CX, we are usually speaking to executives. The discussion is had in the context of leaders who must decide where to invest their budgets and who want to know the answer to one question:

If I invest in customer experience, what type of return will we get?



However, **for those of us working directly with customers**, it is helpful to have some insights in to this topic as well.

- What is the point of being customer-centric?
- Why should I care about customer experience and customer service?
- Does CX really make a difference or is it just something people *think* is important?

Let's take a look at some of the data, so we can see just how important it is to deliver a Hero-Class(TM) customer experience and how valuable our roles are.

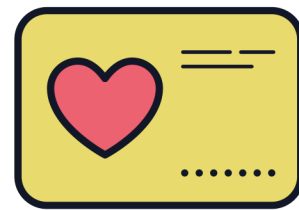
THE IMPACT ON ORGANIZATIONS

The following stats show how delivering exceptional customer experience make organizations more profitable and healthier.



Companies that earn \$1 billion annually can expect to earn, on average, **an additional \$700 million within 3 years** of investing in customer experience.

CX alone **drives over two-thirds of loyalty** – more than price and brand combined!



Improving CX can **reduce customer support costs** by up to 33%.

Of companies that focus on CX, there's **an 80 percent increase in revenue**.



U.S. companies **lose roughly \$75 billion per year** to poor customer service.

THE IMPACT ON CUSTOMER BEHAVIOR

In Lesson 2 (The Business Case for CX), we spoke about the two key goals we have with customers--having them **stay longer** and **spend more**. While these two are the most crucial, the third leg of the stool is referrals. We have truly created a Hero-Class(TM) customer experience when our customers are loyal, increase what they spend with us, and tell their friends and family.

STAY LONGER



80% will switch to a competitor after more than one bad experience.

86% of respondents **will leave a brand they were once loyal to** after only two to three bad customer service experiences.



Roughly half (49%) of respondents **have left a brand** they were previously loyal to in the last 12 months **due to poor customer service**.

SPEND MORE

86% of buyers **are willing to pay more** for a great customer experience.





42% of customers are willing to pay more **when offered a friendly, more welcoming** customer experience.

Consumers are willing **to pay a 16% price premium** in return for a superior customer experience.



REFER MORE



The average customer **tells at least six people** about their positive customer experience.

72% of customers will share a positive experience with 6 or more people. On the other hand, **if a customer is not happy**, some of them will share their experience with 15 or more people.



SOURCES

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