

THE CUSTOMER IS TALKING. ARE YOU LISTENING?

IT'S TIME TO LEVERAGE THE CUSTOMER'S VOICE FOR BUSINESS SUCCESS

With the advent of social media, the new-age customer has the power to make or break a brand. It's important for companies to listen to customers in order to keep their brands competitive and relevant.

THE CMO ROLE BRINGS TOGETHER THE CUSTOMER, THE BRAND AND THE PRODUCT. THERE IS NO MORE ESSENTIAL INTERSECTION IN ANY BUSINESS.

- STEVE CANNON, CEO, MERCEDES-BENZ USA

A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL.

- MICHAEL LEBOEUF

75%

of purchases come from returning customers who order more than 2.5 times every 12 months

44%

of companies believe customers are willing to pay extra for great CX

86%

of customers are already paying extra for a better customer experience

THE PURPOSE OF A BUSINESS IS TO CREATE A CUSTOMER WHO CREATES CUSTOMERS

- SHIV SINGH

83%

of consumers require some degree of support while making an online purchase

63%

of U.S. consumers are comfortable communicating with their financial provider digitally than personally

NEVER UNDERESTIMATE THE POWER OF THE IRATE CUSTOMER.

- JOEL ROSS

58%

of customers are frustrated with inconsistent experiences from channel to channel

89%

of customers say they have switched because of poor CX

THE CUSTOMER'S PERCEPTION IS YOUR REALITY.

- KATE ZABRISKIE

66% & 52%

B2B

B2C

customers stopped buying after a bad customer service experience

85%

of customers are frustrated by dealing with a company that does not make it easy to do business with them

45%

of U.S. consumers will abandon an online transaction if their concerns are not addressed quickly

THE MORE YOU ENGAGE WITH CUSTOMERS THE CLEARER THINGS BECOME AND EASIER IT IS TO DETERMINE WHAT YOU SHOULD BE DOING.

- JOHN RUSSELL, HARLEY DAVIDSON

Customers spend **20% to 40%** more with companies that interact with them on social media

Sources:

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