

BUILDING A GAME-PLAN FOR BETTER CX

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A great customer experience is driven by design. Consider these key facts influencing your CX.

CUSTOMERS VALUE EXPERIENCES

94%

of customers say a positive customer service experience will make them purchase again

82%

would recommend a company solely based on customer service

Source: Statista survey

PERSONALIZATION ELEVATES SALES

80%

of customers prefer to buy from brands offering a personal experience

2 in 5

executives report customer personalization as an immediate priority

41%

of marketing leaders see personalization as an immediate priority

Highly engaged customers buy 90% more frequently and spend 60% more per purchase

Source: Epsilon and Deloitte research

DIGITAL ACCELERATES CONNECTION

1 in 4

of companies are implementing AI and Machine Learning to personalize customer interaction

35%

of business executives find digital transformation helps them meet customer expectations

41%

of digitalized companies report a positive impact on sales and marketing

PEOPLE STILL MATTER

82%

of U.S. customers want more human interaction

More Than Half

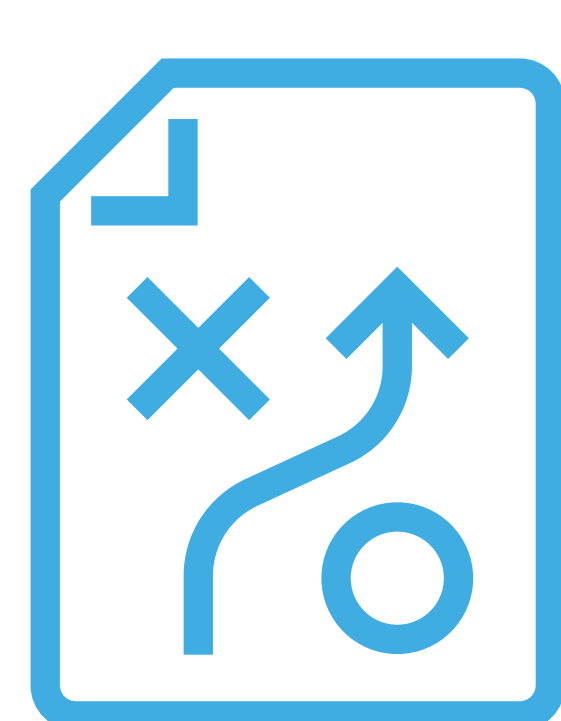
feel companies have lost touch with the human element of the customer experience

Source: PwC research

THE WAY FORWARD

Verinext CX experts have the experience and expert resources to take your CX to the next level.

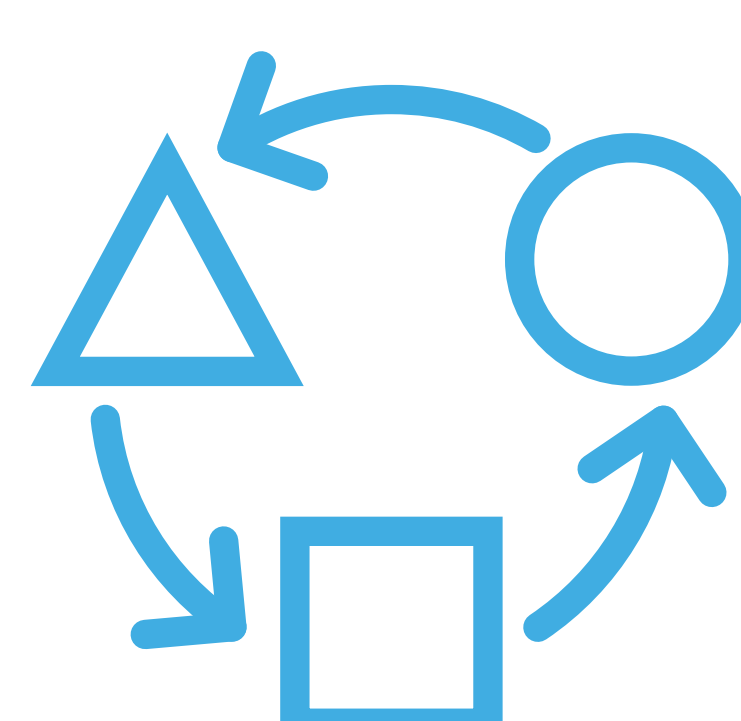
OUR PROGRAMS ARE...



Strategic



Data Driven



Unifying



Modern

Read more about how to boost your CX ROI [here](#), then contact us to learn more.

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