

Customer Experience: Your Tool for Competitive Differentiation



Why is CX so important?

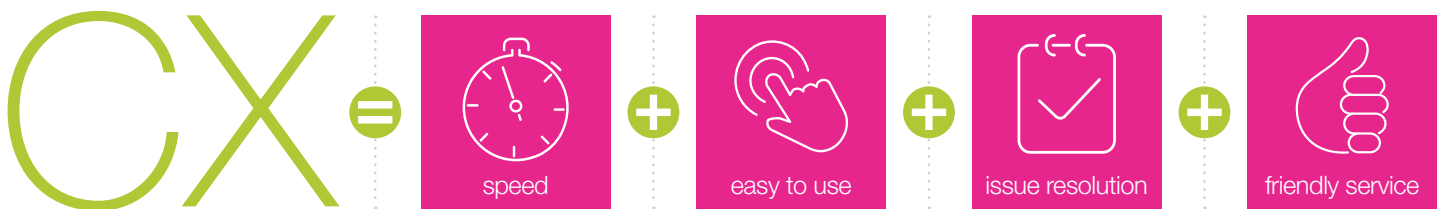


Customer experience leaders grow revenue faster than CX laggards, drive higher brand preference, and can charge more for their products¹

73%

of people say CX is important factor in purchase decisions.²

How does great CX look?



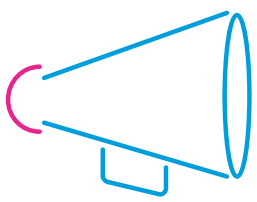
Who can deliver best CX?



Contact centers are the epicenter of interactions and can drive exceptional CX

A successful CX is one that leverages human interactions well and augments the experienter with thoughtfully designed digital interactions

When done right, the CX is your most effective form of promotion!



65%

find a positive experience MORE INFLUENTIAL than great advertising³

Customers pay a

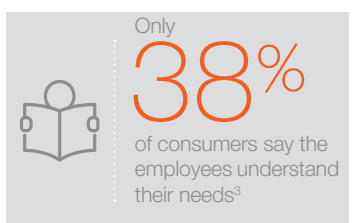
16%

premium for great experiences

42%

paying more for friendly, welcoming experience³

But, when you get it wrong, the impacts could be devastating!



Learn more about how your contact center can be the customer experience hero by visiting: www.niceincontact.com

¹ Improving CX Through Business Discipline Drives Growth, Harley Manning

² What Works Where, 2018, Jonathon Palmer

³ Future of Customer Experience, David Clarke