

Important Customer Experience Stats

PRESENTED BY ENHANCIER CX

TREATING CUSTOMERS

70% of buying experiences are based on how the **customer** feels he/she is being treated.



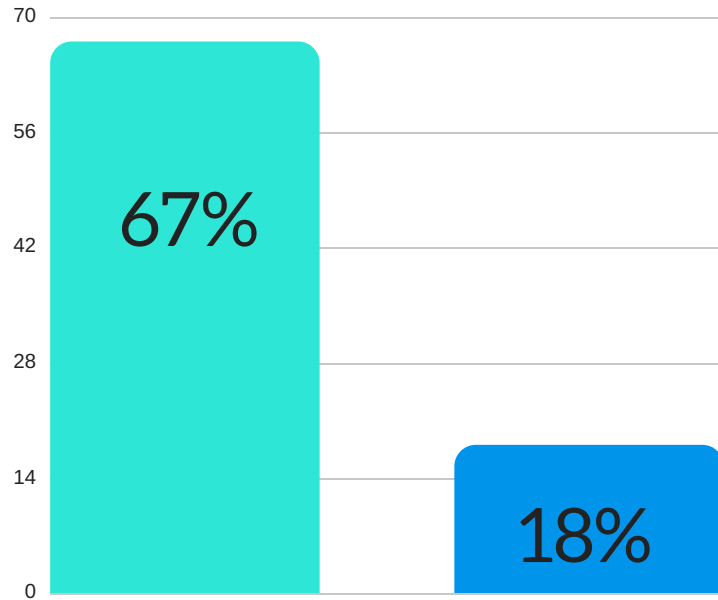
CUSTOMER ENGAGEMENT STRATEGY

54% of companies say **customer engagement strategy** helps define innovation from early ideation.

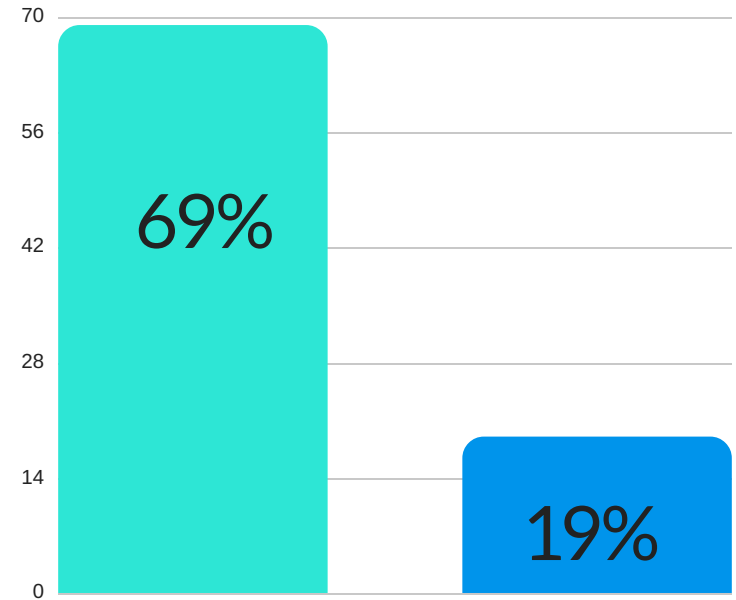
BAD EXPERIENCE

89% shoppers have stopped buying from online stores after they've experienced poor **CUSTOMER SERVICE.**

IMPACT OF BOOSTING CUSTOMER ENGAGEMENT



Repurchase



Recommend

 Highly engaged

 Not highly engaged

SWITCH TO COMPETITORS

A customer is **4 times** more likely to go to your competitors if your problem is service related.

Mobile Experience

According to WOW Local Marketing, 52% of customers are less likely to engage with the company because of **bad mobile experience**.

Thank You