

## Top 10 Stats that will help you support your case for investment in improving the customer and employee experience for your company.

**CX** Customers appreciate and are willing to pay for a positive experience. Too many fast growing companies let customer experience suffer once their demand and revenue begin to grow. The growth becomes temporary once the customers realize they are no longer getting the original experience. CX is not a “nice to have” approach; it is critical to long term success. Ensure that your Customer Experience keeps pace with rising revenue.

— graziano associates

- By 2020, CX will be the #1 brand differentiator, over price and product. — *Customers 2020 Report*
- 86% of buyers will pay more for a better customer experience, but only 1% of customers feel that vendors consistently meet their expectations. — *CEI Survey*
- 70% of buying experiences are based on how the customer feels they are being treated. — *McKinsey*
- Most organizations attack the symptom (poor experience), not the cause (lack of customer centricity). — *Beyond Philosophy*
- Customers are 4x more likely to buy from a competitor if a problem is service related vs. price or product related. — *Bain & Company*
- Increasing customer retention rates by 5% increases profits by 25% to 95%. — *Harvard Business Review/Bain & Company*

**EX** In this highly competitive global marketplace where large and small companies can be equalized by their websites, engaged employees who provide excellent customer service can differentiate companies from one another. They can also foster brand loyalty for the companies whose employees go above and beyond to provide excellent customer service.

— graziano associates

- Disengaged employees cost the US economy \$500 billion per year in lost productivity. — *Gallup*
- 79% of business leaders believe they have a significant retention and engagement problem. — *Deloitte*
- 75% are struggling to attract and recruit the top people they need. — *Deloitte*
- 83% feel they don't have a compelling and engaging employee brand. — *Officevibe*
- 88% of employees do not have passion for their work. — *DU Press*

Strategy | Messaging | Planning | Content Development | Execution & Implementation

**grazianoassoc.com**

857 Post Road, Suite 150  
Fairfield, CT 06824-6041

**Delivering Results Since 1992**

Sales Promotion      Client Retention  
Trade Show Success      Employee Experience  
Customer Experience

**Contact**

**P** 203•254•0195  
**F** 203•254•9349  
**E** info@grazianoassoc.com