

THE POWER OF GREAT CUSTOMER EXPERIENCES

You don't need a consultant to tell you that happy, satisfied and loyal customers are good for business. But you may be surprised just how good. Great customer experiences...

Boost Revenue

- Customers buy more from you, giving you a greater share of their wallet.
- They stick around longer, given their rational and emotional ties to your business.
- They tell their friends great things about you, sending new business your way.
- They're less price-sensitive because they appreciate the overall value you provide.

Reduce Expenses

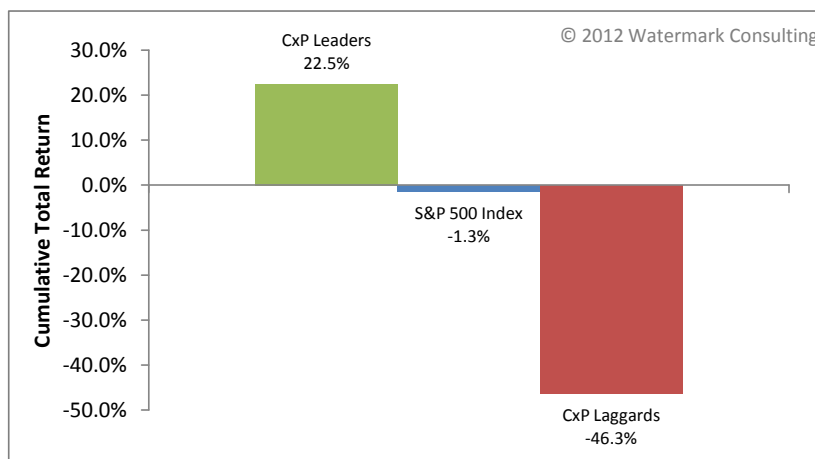
- Customers don't complain, generating less re-work and recovery expense.
- They spread favorable word-of-mouth that's free (but very powerful) marketing.
- Their repeat business and referrals help avoid costly new customer acquisition costs.
- They're familiar with your products and services, requiring less handholding.

Create a Virtuous Cycle

- Happy, satisfied customers help create happy, satisfied employees...
- ...Who in turn help create even happier, more satisfied customers.
- Happy, satisfied employees are more engaged, productive and cost-efficient.
- Happy, satisfied employees are more likely to impress your customers.

Just How Powerful Are Great Customer Experiences?

Consider the stock performance of firms with the highest and lowest customer experience (CxP) ratings:



From 2007-11, through the best and worst of times, customer experience leaders outperformed the broader stock market, generating total returns that were **27% better** than the S&P 500 Index and **128% better** than customer experience laggards.

CxP Leaders and Laggards are defined as the top ten and bottom ten rated public companies in Forrester Research's 2007-2012 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of CxP Leaders and CxP Laggards relative to the S&P 500 Index.