

5 REASONS TO LOVE CUSTOMER ENGAGEMENT AND CUSTOMER EXPERIENCE



#1

ENGAGED CUSTOMERS

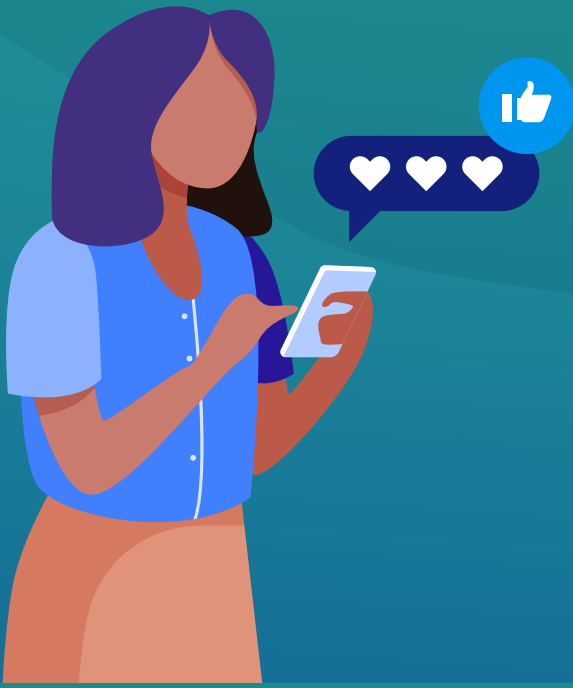
buy more, are more likely to make repeat purchases, and generate referral business.



#2

CUSTOMER ENGAGEMENT

and CX are essential to growing your brand and customer loyalty.



#3

COMPANIES THAT IMPROVE ENGAGEMENT INCREASE

cross-sell revenue by **22%**

up-sell revenue by **38%**

order size by **5-85%**

Source: Constellation Research



#4

COMPANIES THAT EARN

\$1B annually can earn

\$775M more within 3 years of investing in CX

Source: Temkin Group



#5

80%

of customers say the experiences provided by a company are as important to them as its products and services.

Source: Salesforce

