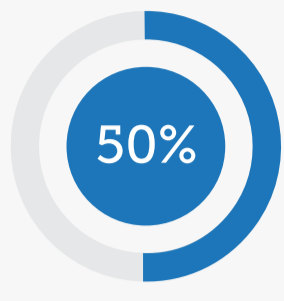


# SECRET SAUCE FOR SUPERIOR CUSTOMER EXPERIENCE

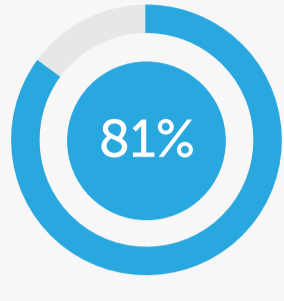


## Customer experience is the new currency driving loyalty



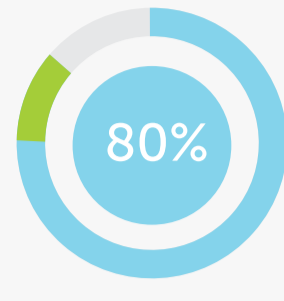
**50%** of product investments will be redirected to customer experience innovations by 2017.

(Source: Gartner)



**81%** customers are willing to pay more for a superior customer experience.

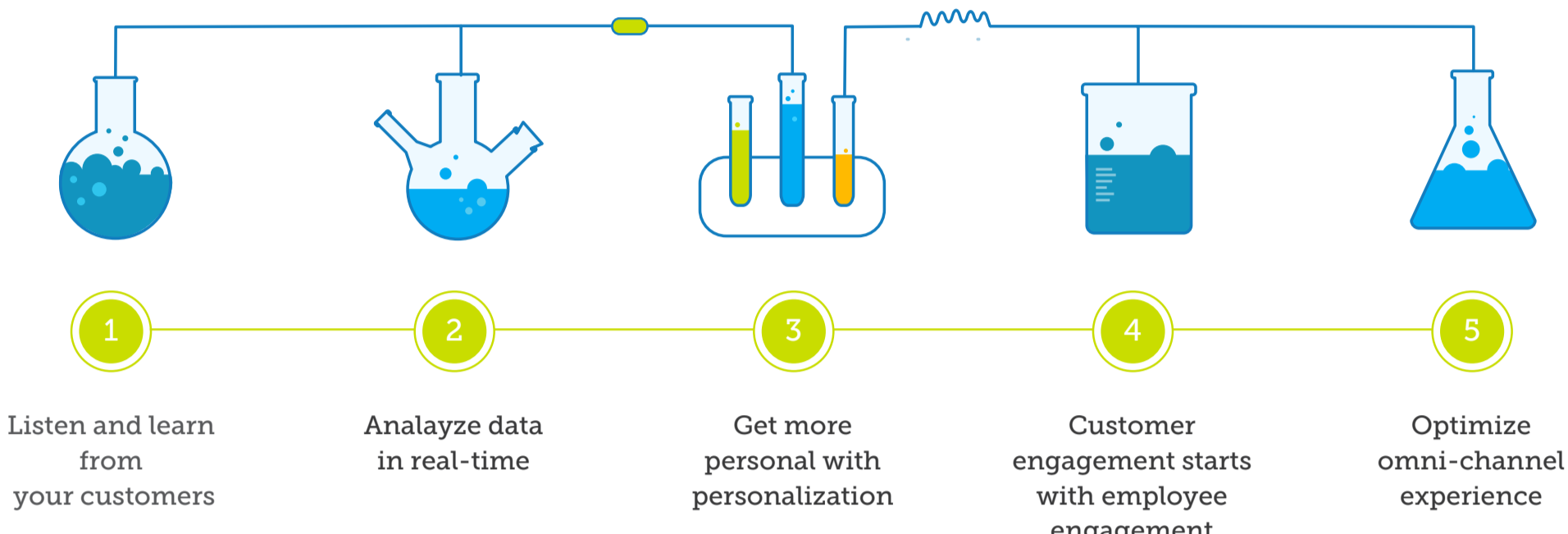
(Source: Oracle Corp)



**80%** of your company's future revenue will come from just **20%** of your existing customers.

(Source: Gartner)

## 5 ways to win the customer experience battleground



### 1. Listen and learn from your customers



#### Tell their friends

Customers who would recommend a company that delivers a relevant customer experience.

**58%**

**73%**

#### Consider purchasing again

Consumers who would expand their purchases if they had a superior customer experience.



#### Switch to a competitor

Customers who stopped doing business with a company after a negative customer experience.

**89%**



**45%**

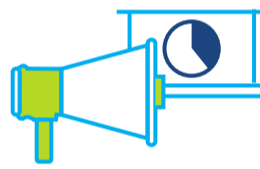
of in-store consumers turn to social platforms on their mobile device to influence buying decisions.



(Source: Econsultancy)

### 2. Analyze data in real-time

6 Key areas real-time data analytics can help with



**01**

Customer insights



**02**

Brand and product management



**03**

Pricing decisions



**04**

Marketing expansion



**05**

Operating model optimization



**06**

Portfolio rationalization

**88%** of retailers have issues generating actionable insights from the data.

(Source: SAP)

### 3. Get more personal with personalization

**Promote** the right product mix to drive purchases across channels

**Target and re-target** right offers for the right customer at the right time

**Recommend** offers and products based on past purchases

**Tailor** marketing campaigns and improve customer loyalty



### 4. Customer engagement starts with employee engagement

#### Did you know?

For every 10% increase in employee engagement levels, a company's customer service levels go up by 5%.

Source: Gallup Survey



Empower employees with relevant information and modern tools



Supply regular motivation feedback



Enable employees to work and interact anytime, anywhere



Create self-directed employee networks



Drive employee productivity through gamification

### 5. Optimize omni-channel experience

4 ways to optimize customer experience across all channels:



Integrate inventory and order management



Replace legacy systems with modern retail technology



Consolidate customer data across channels



Gain better insights into cross-channel customer behavior

Omni-channel customers have 30% higher lifetime value than single channel shopper and spend 15-30% more than traditional shopper.

Source: IDC