

Voice of the Customer: It's Time for a Global Customer Experience Wakeup Call



When customer experience goes wrong, what's the impact on your brand and what does it take to win customers back?

We investigated the perceptions and behaviors of 2,784 consumers across nine countries and three generations to bring you fresh insights that should be a wakeup call for every brand.

The good is expected, but the bad goes viral



No stage of the journey is immune to failure

1 in 5 failures happen pre-purchase

1 in 3 failures happen post-sale

17% of failures happen at first engagement

6% of repeat customers experience major failures

Putting failures in perspective: 1 in 4 "horrible" CX failures cost the customer just \$20 and took less than an hour to fix

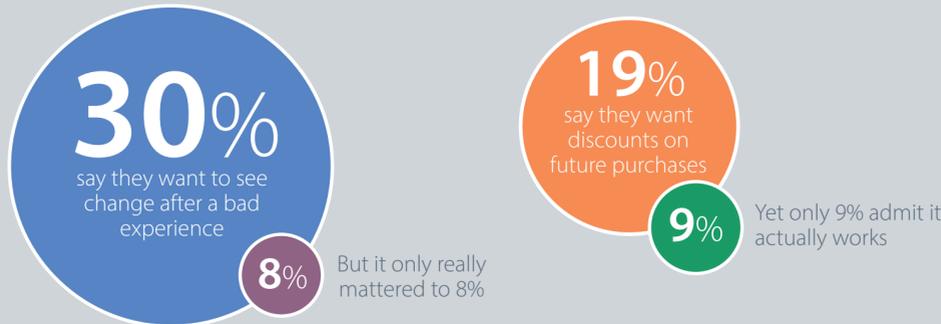
The top failures are service and process related



Despite failures, customers want to make it work...



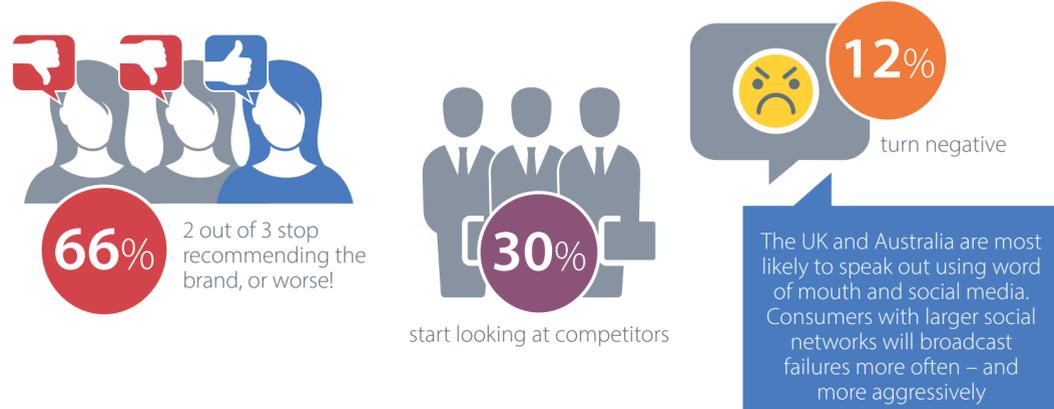
...but they don't always know what they want



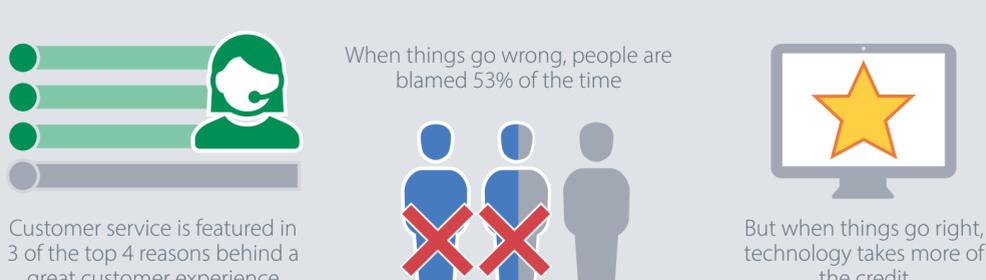
What customers really, really want



How customers react to failure



Get the experience right the first time



Three top tips for enabling a great CX:



For more information and to download the full research study results, visit: www.sdl.com/cx-wakeup