

# Customer experience

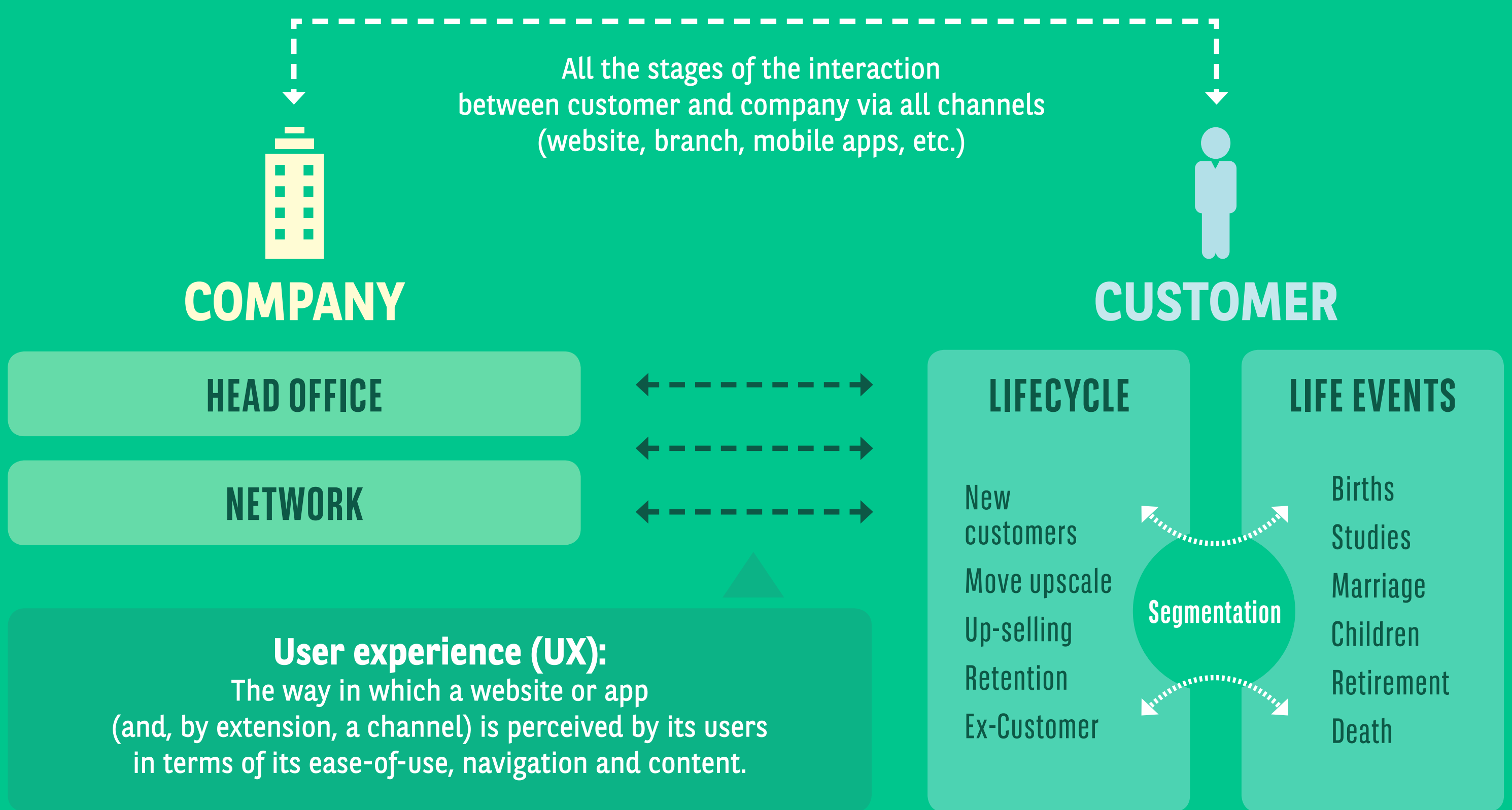
**CX (Customer Experience)** = The sum of the customer's experiences across all channels for all products and services throughout the relationship journey with the Brand, based on:



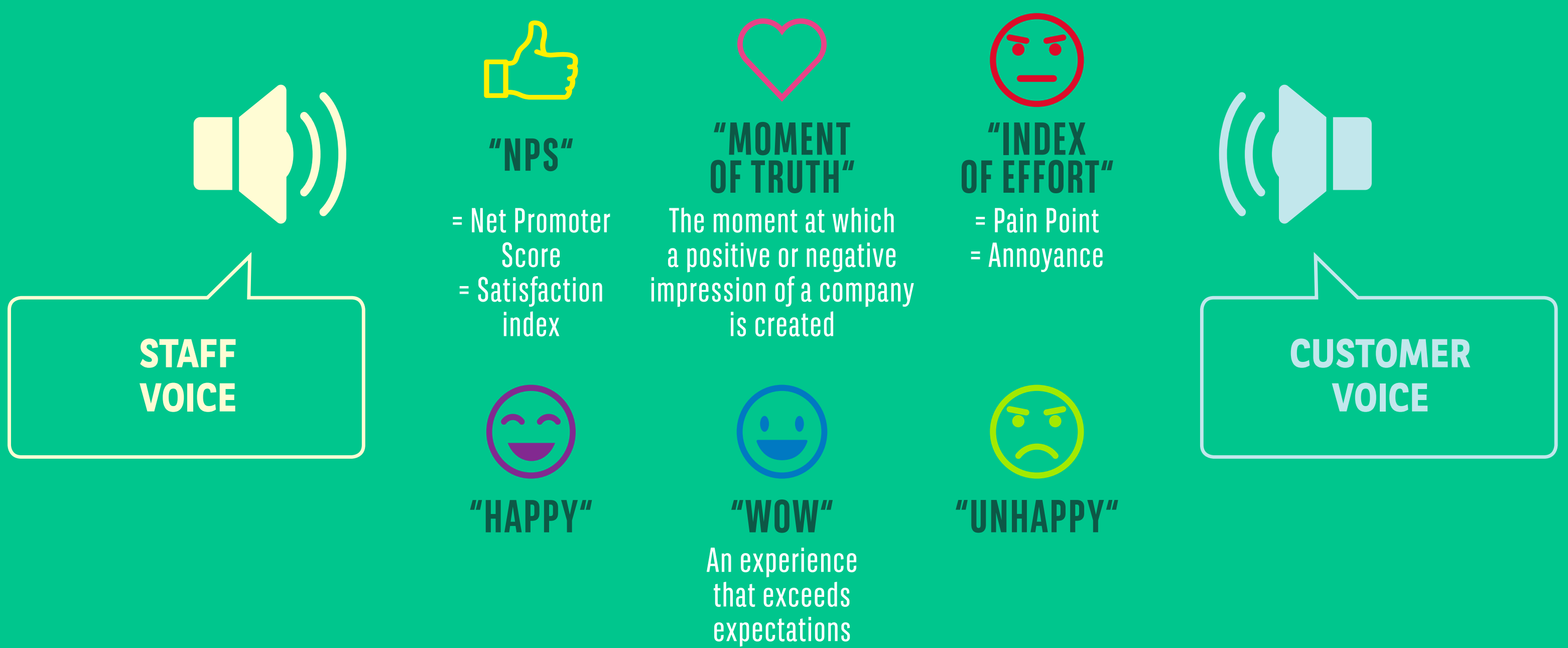
## Brand experience:

The way in which a Brand comes to life in the minds of the public: it enables the construction and alignment of the customer experience.

## Customer journey



## The importance of measuring emotions



Innovation  
Process, Product & Service Improvement

## C O M M I T M E N T

### SALES

#### more loyalty

**%** 12% of customers are loyal to a brand and account for 70% of its sales.  
(source: Customer Insight Group, 2012)

### PRODUCTIVITY

#### more self-service

**%** By 2020, customers will manage 85% of the relationship with a company... with no human intervention.  
(source: Gartner)

### SATISFACTION

#### more recommendations

**%** The correlation coefficient between CX and NPS is very high (0.679) for Banks (compared with 0.618 for Retailers).  
(source: Forrester)