

WHY CUSTOMER EXPERIENCE (CX) MATTERS



THE HUMAN TOUCH

72% 

of telecom customers prefer to speak with a live person ¹

82% 

of consumers state that having issues resolved quickly is their top criterion for superior customer experience ²

COSTLY CONSEQUENCES

51% 

of US consumers switch service providers due to poor experiences ³

86% 

of buyers will pay more for a better customer experience, but only 1% of customers feel that vendors consistently meet their expectations ⁴

CX IS THE FUTURE

2020 

By 2020, customer experience will overtake price and product as the key brand differentiator ⁵

89% 

In just a few years 89% of businesses will compete mainly on customer experience ⁶

LEARN HOW TELECOM COMPANIES HAVE DELIVERED SUPERIOR CUSTOMER SERVICE AND INCREASED REVENUE BY CONTACTING US AT SECURITYCOVERAGER.COM

¹Teletech 2013

³LivePerson, "Connecting with Customers Report," 2013

⁵ ⁶Forbes, Customer Experience: Is It The Chicken or Egg?

²*Accenture 2013 Global Consumer Pulse Survey: Global & U.S. Key Findings*

⁴Econsultancy, Quarterly Digital Intelligence Briefing: 2015 Digital Trends