## CX Fast Stats



of Consumers reported that a consistently positive experience throughout their entire journey with the brand would make them a long-term client or customer.

**Qualtrics XM Institute reports:** 



of customers who rated a brand's CX as 'Very Poor' are likely to recommend the brand to family or friends

94%

of customers who rated a brand's CX as 'Very Good' are likely to recommend the brand to family or friends

39%

**CEOs** 

say CX is most effective at creating competitive advantage

Brands

Experience increased revenue/profits by improving CX

77%

41.4%

Consumers

consider CX just as important as the product quality

**Accenture reports:** 

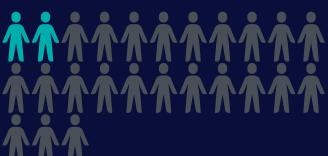


80% of brands believe they

deliver superior CX

8%

of their consumers agree





of customers aren't opposed to the use of Artificial Intelligence (AI) to Improve CX

- 60% Gen X
- 66% Millenial

