

## **4 Great Customer Experience Infographics**

A lot happened in the world of customer experience in recent years. Key trends ranged from social media, outbound notifications, wearable technology, personalization and of course mobile. It's a lot to swallow, and obviously, all of these are still evolving and will continue to evolve for some time.

With that said, here are 4 infographics that are great in conveying some of the key trends shaping customer experience right now.

### **1. Why Companies Should Invest In Customer Experience**

Advertising may seem like the way to go to attract new customers and grow your business, but an investment in customer experience will offer better results in the long run.

This infographic by Zendesk does a great job of illustrating the importance of investing in customer experience. A study found that 55% of people are willing to recommend a business due to outstanding service, while an astonishing 82% have stopped doing business with an organization because of a poor customer experience.

This infographic is also great at illustrating how a quality customer experience helps to bring in new customers through word of mouth and is more reliable than traditional advertising.

<http://cx.walkme.com/infographic-why-companies-should-invest-in-customer-experience/>

### **2. Top 15 Customer Experience Priorities**

Everyone wants to deliver a great CX, but where should you focus your effort?

This helpful infographic from NG Customer Experience presents the top CX priorities for businesses in Australia and compares them with the priorities of American businesses.

A substantial 56% of Australian businesses rated cross channel customer experience as a priority, but only 30% of American businesses considered it a CX priority.

This infographic is great for understanding trends in CX and for skimming bits of wisdom from our friends down under.

<http://cx.walkme.com/great-infographic-top-15-customer-experience-priorities/>

### **3. Don't Drag Me Through a Call Center Maze, Take Me on an Effortless Journey**

Don't make your customers work. Isn't that CEM 101?

This infographic – from 8x8 and ICMI - explains why call-centers are out and ENGAGEMENT is in. 84% of customers value ease over choice. A study showed that 37% of customers would pay MORE for a better customer experience!

<http://cx.walkme.com/infographic-dont-drag-me-through-a-call-center-maze-take-me-on-an-effortless-journey/>

#### **4. The Year of Customer Experience**

As an increasing number of potential customers look to online reviews for guidance, it's now more important than ever to make sure that you deliver top notch CX. This great infographic by New Brand Analytics highlights the importance of providing quality CX in today's business world.

A staggering 80% of customers said that they share negative experiences online and the average review is seen by up to 25 000 people. It's important to deliver great CX from the start and to engage with customers online to help turn their problem or concern into a positive experience.

<http://cx.walkme.com/powerful-infographic-2014-the-year-of-customer-experience/>