

# Winning customer experiences

Building the business case for delivering differentiated and smarter customer experiences



## Introduction

It's a challenging time for Financial Services.

Being able to offer smarter customer experiences (CX) is now key to brand differentiation. You want your customers to think that your brand 'knows me, cares about me and is willing to go that extra mile for me'.

The benefits of a CX strategy can have far reaching positive business impacts and will help you achieve that differentiation. The challenge is ensuring your strategy 'speaks the language of the boardroom'. Discover the ways in which a CX strategy can add value to the bottom line.

**"Companies implementing customer experience really well understand that it's a strategy. A business needs to fundamentally believe that this strategy will drive forward growth and that it will have an impact on the bottom line."**

- Steve Grout, Director of Loyalty, Collinson

**140%**

Customers who have better historical experiences with **transactional brands spent 140% more** as compared to customers who had bad past experiences.

**16%**

According to PwC consumers globally would spend an **additional 16% more on products and services** with better customer experiences.



**+**

Customer experience-driven businesses tend to see **better returns on investment and outperform others** across a whole variety of customer metrics including **higher average order values** and **improved acquisition and retention**.

**One in three people would walk away from a brand they love after just one bad experience.**

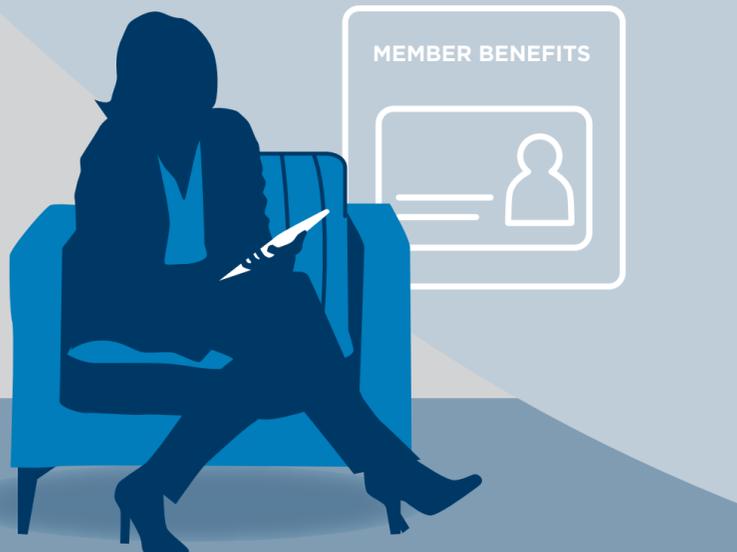
**2.7x**

Customers who have high-quality experiences are **2.7 times more likely** to keep buying from a brand than customers who have low-quality experiences.



**"If you can create a better customer experience for your customers, those customers are much more likely to be loyal because you are just easier to deal with; you naturally become the brand of preference."**

- Steve Grout, Director of Loyalty, Collinson



**12-18%**

Members of loyalty programmes generate between **12 percent and 18 percent more revenue** than non-members.

**54%**

**54% of UK 18-34 year olds are willing to trade their data** with retailers in return for **personalised experiences** that keep your customers engaged and increase revenue.



Since CX is crucial to keeping customers loyal, and with customer experience-driven businesses seeing higher order values and improved customer retention, download our 'Winning customer experiences' report for more on what you can do for your customers.

For more tips, check out our articles on **'5 guiding principles to more engaged customers'** and **'How to deliver a better insurance customer experience'**