



Tomorrow's experience, today

Findings based on



14 countries



54,233 consumers



c.1,400 cross-sector brands



593,355 individual brand evaluations

The Six Pillars of customer experience excellence



Personalization



Integrity



Expectations



Resolution



Time and Effort



Empathy

Global customer experience themes



Excellence

- Commitment to excellence
- Organized around the customer



Engagement

- Alignment of employee experience (EX) and customer experience (CX)
- Motivation and passion



Execution

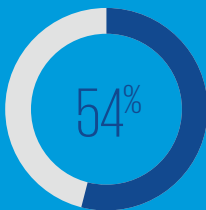
- Attention to detail
- Constant monitoring



Economics

- CX link to value
- Experience optimization

Economics of experience excellence



Greater revenue growth of the top 50 brands compared to the bottom 50, at an aggregated level.



Greater EBITDA growth of the top 50 brands compared to bottom 50, at an aggregated level.

Leading sectors for customer experience



1st Non-grocery retail



2nd Grocery retail



3rd Financial services

Global Hall of Fame



Australia



Singapore Airlines



Italy



Apple Store



Norway



KLP



China



Alipay



Luxembourg



Ernst & Young



UAE



Emirates



Denmark



Topdanmark



Mexico



Marriott



UK



QVC UK



France



MAIF



Netherlands



Lush



US



Navy Federal Credit Union



India



Taj Hotels Resorts & Palaces



New Zealand



Farmlands Co-operative

Integrity is the most important pillar in driving customer advocacy



Personalization leads in the importance of building customer loyalty

