



# Cross Channel CONNECTIONS

Achieve Your Marketing Target

Consolidated Graphic Communications

Don't Be Good...Be Exceptional!

Do you offer a great price, a great product, and great service? Terrific! However, in today's market, these things are the *minimum* expectation. Customers want exceptional. Here are three reasons why creating an *exceptional customer experience (CX)* should be tops on your agenda:

**Your competitors are doing it.** According to a recent report by Econsultancy and Adobe, CX is so important that it is cited as the "most exciting opportunity" by marketers—33% higher than content marketing, 67% higher than data-driven marketing, and 100% higher than video marketing.<sup>1</sup>

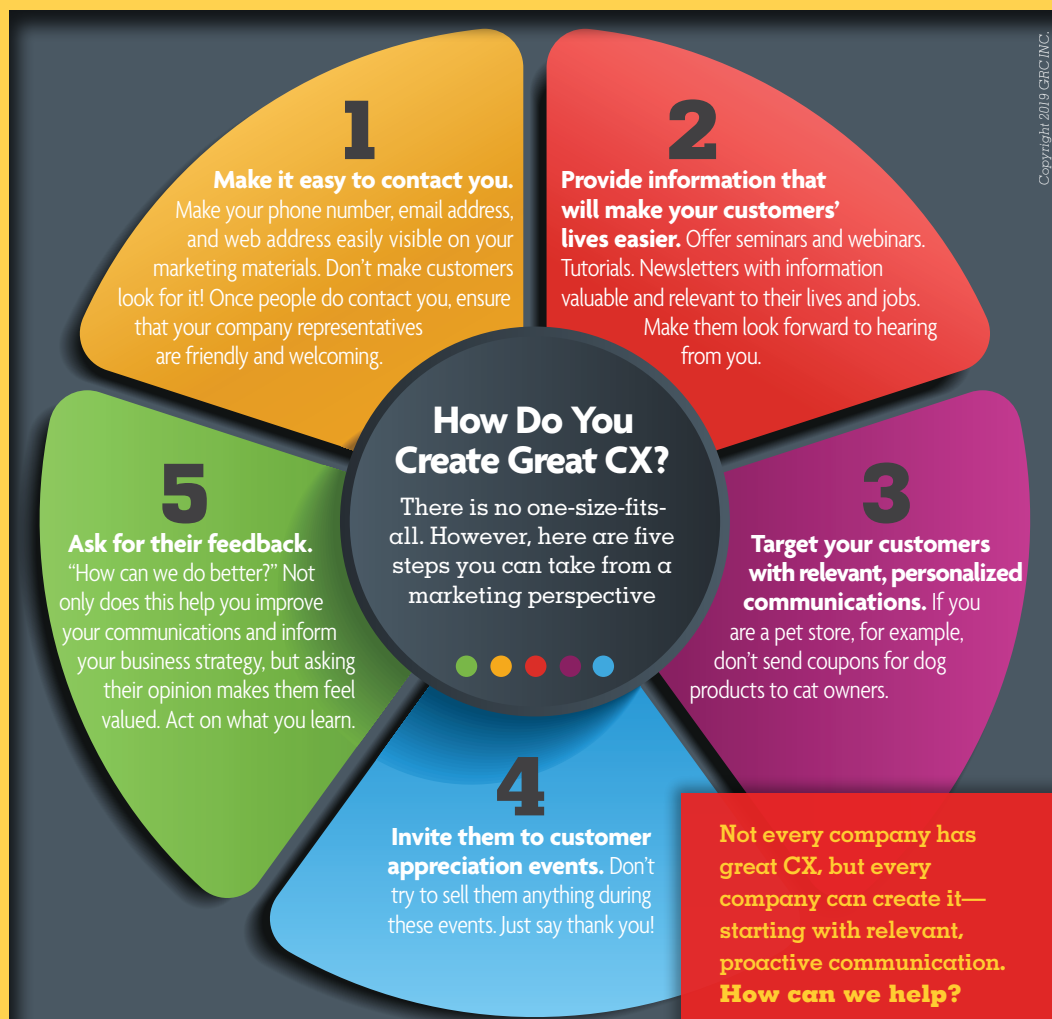
**CX makes you more profitable.** Research by American Express found that 60% of customers are willing to pay more for a better customer experience. The Temkin Group found that companies that invest heavily in CX can expect a 70% increase in revenue within 36 months.<sup>2</sup>

**Positive customer experience maintains loyalty (and increased revenue) over time.** Nuvi finds that a positive customer experience drives loyalty behaviors, such as trust, willingness to repurchase, and willingness to recommend the company. That translates into increased revenue over time.<sup>3</sup>

<sup>1</sup>Adobe "2019 Digital Trends"

<sup>2</sup><https://www.superoffice.com/blog/customer-experience-strategy/>

<sup>3</sup><https://nuvi.com/customer-experience/>



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