Cross Channel CONNECTIONS

Achieve Your Marketing Target

Consolidated Graphic Communications



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.¹

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.²

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.³

¹Adobe "2019 Digital Trends" ²https://www.superoffice.com/blog/customer-experience-strategy/ ³https://nuvi.com/customer-experience/



Make it easy to contact you. are friendly and welcoming.

Ask for their feedback.

your communications and inform

your business strategy, but asking

their opinion makes them feel

valued. Act on what you learn.

will make your customers' lives easier. Offer seminars and webinars. Tutorials. Newsletters with information valuable and relevant to their lives and jobs. Make them look forward to hearing

Provide information that

from you.

How Do You **Create Great CX?**

There is no one-size-fitsall. However, here are five steps you can take from a marketing perspective

Invite them to customer appreciation events. Don't Not every company has great CX, but every company can create it starting with relevant, proactive communication. How can we help?

products to cat owners.