

WHY SHOULD YOU PRIORITISE CX ANALYSIS?



49%

of buyers have higher brand loyalty after receiving a more personalized experience.

86%

of buyers are willing to pay more for a great customer experience.

Investing in CX initiatives and analysis has the potential to double your revenue within 36 months.

Customer experience has fast become a top priority for businesses. This is why we see leading companies focusing on CX analysis and optimization. Companies that do ignore it lose out on fortifying their approaches to CX.

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