

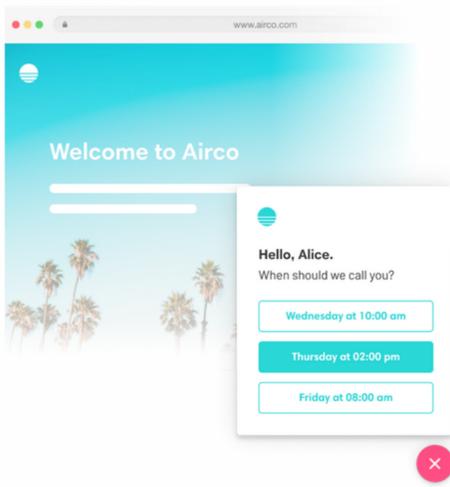
A Customer Experience Forecast

Where is customer engagement headed, and how do we get there?

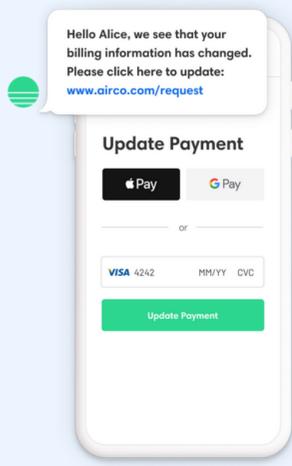
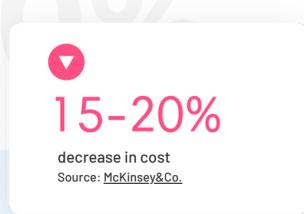
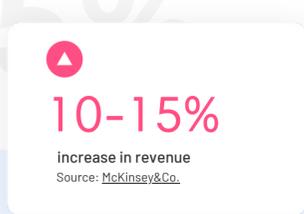
1. Customers expect digital excellence.

74% of consumers are likely to buy based on experiences alone. Invest in tools and systems that enable you to better digitally serve your customers now.

Source: [Forbes/Treasure Data](#)



Companies that improve customer journeys see:



2. Trust factors into digital journeys.

Customers are more likely to transact in digital environments that feel secure, but very few consumers believe that companies handle their data responsibly. Organizations that build trust and security into their CX will see it pay off.

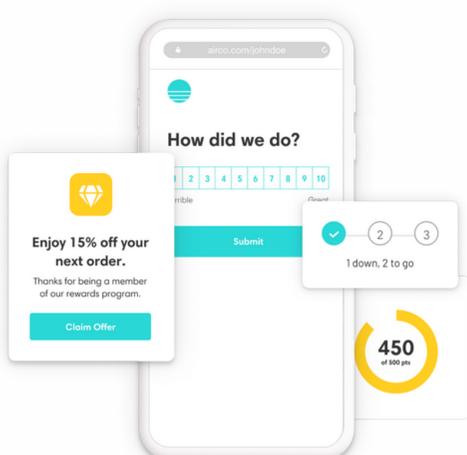
Source: [PWC](#)



3. Happy existing customers result in increased profits.

Curating quality renewal, upsell, and cross-sell journeys is worth the investment. Customer experience drives over 66% of customer loyalty, more than brand and price combined.

Source: [Gartner](#)



Likelihood of Purchase

Existing customer



60-70%

more likely to sell to an existing customer.

New customer



5-20%

likelihood of selling to a brand new prospect.

Source: [Marketing Metrics: The Definitive Guide to Measuring Marketing Performance](#)

25x

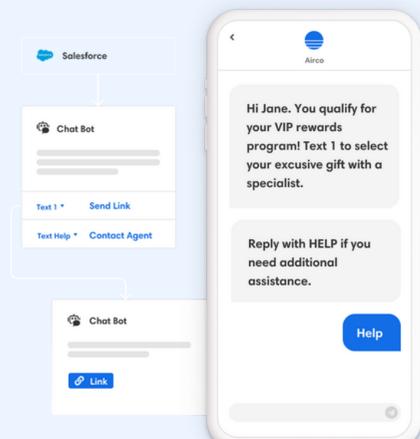
5-25x

more expensive to acquire a customer than retain one.

Source: [Harvard Business Review](#)

4. Personalization requires purpose.

Building personalized journeys for your customers not only provides them with a better digital experience but also drives them to act. Integrating a customer engagement tool with your CRM allows your team to offer products, services, and information that are most relevant to each customer, increasing the likelihood of purchase.



80%



of consumers are more likely to purchase when brands offer personalized experiences.

Source: [Epsilon](#)

48%



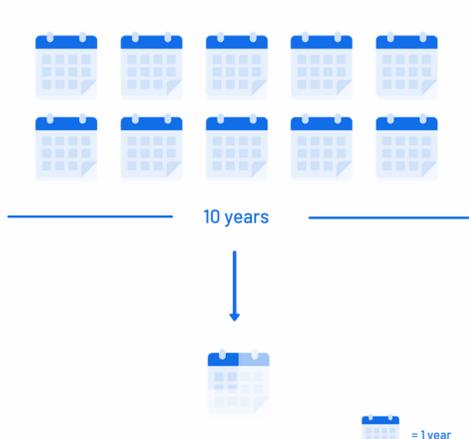
of consumers have left a website without purchasing because it was poorly curated for them.

Source: [Accenture](#)

5. Customers are moving faster.

53% of U.S. adults will likely abandon their online cart if they can't find a quick answer to their question. How can you build experiences that match their need for speed? Low-code solutions like Airkit empower businesses to create, test, and launch these experiences 40x faster.

Source: [Forrester](#)



Real Results with Airkit

\$M

annual revenue unlocked

2x

call center efficiency

40x

faster speed to market