A Customer Experience Forecast

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


70% of the customers can hardly accept that poor website design wastes their time. In fact, a poor experience makes them want to leave a website.

2. Trust factors into digital journeys.

Only 25% of consumers believe that companies handle their personal information responsibly.

Source: PwC

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

Source: Accenture

5-25x more expensive to acquire a customer than retain one.

Source: Harvard Business Review

3. Happy existing customers result in increased profits.

Customers who respond, spend, and refer more are the ones who maximize Customer Lifetime Value (CLV). The CLV of an average customer is more than triple what they spend over the course of the customer experience.

4. Personalization requires purpose.

Building remarkable experiences for your customers not only increases retention but also boosts sales. Personalization is not just about offering products, services, and digital experiences to each customer, but serving the identical personalized purchase.

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

53% of U.S. adults are more likely to abandon their online cart if they can't find a quick answer to their question.

Source: Forrester

80% of consumers are more likely to purchase when brands offer personalized experiences.

Source: Epsilon

80% annual revenue unlocked

2x call center efficiency

40x faster speed to market

60-70% likelihood of purchase

5-20% likelihood of retaining an existing customer.


5-25x likelihood of selling to an existing customer.


5-20% likelihood of selling to a brand new prospect.


To learn more about building future-proof digital customer experience, visit www.airkit.com.