



93% of consumers say that *online reviews impact their purchasing decisions.*



90% of c-level executives say *improving customer experience* is one of their *top three priorities.*

If improving customer experience is a *key priority for your organization*, here are a few *important considerations:*

UNDERSTANDING YOUR CUSTOMERS IS CRITICAL, START BY ASSESSING:

1 *Who is your customer base?*

2 *What needs must your facility or service fulfil?*

3 *Are you able to meet those needs – why or why not?*

KNOWLEDGE IS POWER



Web and app-based customer experience tools are *simple, easy-to-use*, and the best feature a *wizard-based interface* with answers your organization prepopulates.



Once you *understand* your customers, *implement tools* that allow your organization to *collect their feedback digitally.*



85%

Over 85% of adults in the USA now own a smartphone, so find a customer experience tool that is accessible via a quick QR code scan with a personal smart device.

Investing in technology makes sense:

86%

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

TECHNOLOGY IS KEY



86%

of customers now *expect digital self-service options.*

64% of *consumers are unable to get help or solve their problem through their provider's customer service*

EMPOWER EMPLOYEES TO ACCELERATE ROI



40% of U.S. companies report that the *main challenge* they face in *optimizing the customer journey* for CX is a *lack of interdepartmental collaboration.*

Your employees can be your best line of defense in improving customer experience, but their efforts are only as effective as the information they receive.

Did you know that a *mere increase of*

5%

in *customer retention* produces more than a

25%

increase in profits ?

So, when looking to implement technology to improve your customer experience, ensure it:

1 Features a *wizard style Q&A tool* that guides consumers to provide all the information your technicians need upfront

2 Allows customers to *attach photos* to their feedback

3 Includes *mapping functionality* so that staff can locate issues faster