

# 5 Ways

## Customer Experience Impacts Sales Growth

### What's the Impact?

01

Brands that improve CX:

- Increase Revenue 10-15%
- Lower Costs 15-20%

Especially in Telecom, Banking, Energy and Insurance.

[McKinsey Insights]



**"You've got to start with the customer experience and work back toward the technology, not the other way around."**  
- Steve Jobs

**"The goal as a company is to have customer service that is not just the best, but legendary."**

- Sam Walton

CX Leaders grow revenue 12% faster than CX Laggards:

- CX Leaders: 17% CAGR
- CX Laggards: 5% CAGR

[Forrester Research]

02

17%

5%

03

Excellent CX: 86% are likely to repurchase - 6X as likely as those with a poor CX.

Poor CX: Only 13% are likely to repurchase.



**"I think it's very important to have a feedback loop, ... constantly thinking about what you've done and how you could be doing it better."**  
- Elon Musk

**"It's easier to love a brand when the brand loves you back."**

- Seth Godin

86% of consumers with an excellent CX are likely to repurchase - 6X as likely as those with a poor CX (13% likely).  
[Temkin Group]



04

05

64% of people confirm CX is more important than price when making a purchase.  
[Gartner]

**"If you build a great experience, customers tell each other about it. Word of mouth is very powerful"**  
- Jeff Bezos

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