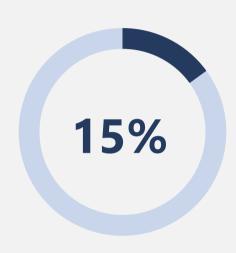


## **Customer centricity:**

## A key priority across all lines of business

In today's content- and product-saturated marketplace, personalization is the key to standing apart from the competition.



Implementing an organization-wide personalization strategy at scale can drive up to 15% revenue growth.<sup>3</sup>



47% of customers have purchased items or services they did not intend to due to a personalized recommendation from a brand.<sup>1</sup>



## Sales

Companies globally will lose over \$300 billion each year due to poor customer experience.<sup>4</sup>



## Service

More than 60% of customers say their go-to channel for simple inquiries is now a self-serve tool.<sup>2</sup>

- 1. https://www.forbes.com/sites/shephyken/2017/10/29/personalized-customer-experience-increases-revenue-and-loyalty/#3ec87d1a4bd6
- 2. <a href="https://about.americanexpress.com/press-release/wellactually-americans-say-customer-service-better-ever">https://about.americanexpress.com/press-release/wellactually-americans-say-customer-service-better-ever</a>
- 3. https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/no-customer-left-behind#
- 4. https://www.prnewswire.com/news-releases/omni-channel-customer-experience---not-an-option-but-a-strategic-necessity-300303866.html