



Turn digital visibility into CX value

When online e-commerce goes wrong – how much is at stake?

Only 1 in 5

organizations say they can quantify the revenue being lost through online customer experience issues¹

But experts tells us that around **5%**

of the digital revenue retailers should be getting is missing²

Plus there is the

unquantifiable damage to your brand reputation

which needs to be protected in an economy where 70-80% of market value comes from:



Brand Equity



Intellectual capital



Goodwill³

It's time to take action

Make sure customers have no reason to complain. Visualize their online journeys, identify their issues, and prioritize your actions to maximize revenue.

72%

of enterprise decision makers and influencers say that improving the experience of their customers is likely to be their organization's top business priority over the next **12 months**⁴

By 2020, **30%**

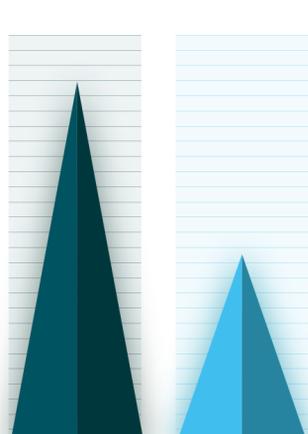
of global enterprises will have strategically implemented DEM (Digital Experience Monitoring) technologies or services, up from **fewer than 5% today**⁵

Unifying your IT and marketing departments is key

Get the data to understand and the proof to act, so that you can deliver better business value together.

80%

of CIOs and roughly half of CMOs said marketing-tech alignment is among their top priorities⁶



43%

of firms believe that correlating multiple data dimensions is beneficial to their business⁷

There are big wins to be had

The right insight can pinpoint significant lost revenue quickly – and help you discover hidden revenue opportunities that lie in your customer data.



We can save customers up to **\$4.1 million** in revenue in the first 30 days⁸



And if you benefit from a solution that removes the need to replicate the issues, you can resolve them up to **10x faster**⁹



A **10%** improvement in a company's customer experience score can translate into millions of dollars in increased revenue⁸

Learn more about adopting this approach
Read our free e-book **Meet in the Middle** ▶

Sources

- ¹ UserReplay, Counting the Cost
- ² UserReplay, John Thompson
- ³ Harvard Business Review, Reputation and Its Risks
- ⁴ Forrester, Transforming Software Leadership
- ⁵ Gartner, DPM Solution Brief
- ⁶ Accenture survey
- ⁷ Forrester, DPM Solution Brief
- ⁸ UserReplay
- ⁹ Forrester