CYARA

FROST & SULLIVAN

THE BUSINESS IMPACT OF IMPROVING OPERATIONAL CUSTOMER EXPERIENCE

89% of contact centers reported

CUSTOMER SATISFACTION SCORES

were impacted by CX issues

45% MODERATELY

44% SEVERELY

POOR CUSTOMER SATISFACTION

Impacts

Revenue by **45%**

New Customer Acquisition by **60%**

EXPENDITURES

over the last 3 years

23%

indicated CUSTOMER COMPENSATION was in excess of

$1M+

Free Shipping

2 for 1

50% OFF

SCORES AND RATINGS

92%

reported CX Issues

NEGATIVELY AFFECT

NPS, CES, CSAT scores

Great

Okay

Poor

CSAT

CES

NPS

60%

of Contact Centers indicated interest in analyzing how

CX ISSUES IMPACT THEIR RATINGS

COMPANIES PROFICIENT IN OCX

TYPICALLY SEE

40% to 70% SPEED — Faster time-to-market

90% EFFICIENCY — Faster time per test

2 - 3X QUALITY — Test coverage

This global survey of professionals responsible for delivering customer experience in their organization was conducted to identify trends, perceptions, and attitudes towards operational customer experience issues and their effects on the business. Contact Cyara for the full report.

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