

When a great CX meets or exceeds customer expectations, brands

<p>increase customer satisfaction by</p> <p>20% ↑</p>	<p>can lift revenue by up to</p> <p>15% ↑</p>	<p>and lower the cost of serving customers by as much as</p> <p>20% ↓</p>
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Fast Fact: Companies with a strong CX who actively engage with customers drive 40% more revenue per customer than those who do not.

-Bain and Company

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What We're Reading

Customer Experience (CX) is the New Battleground of Differentiation



At Forrester's 2016 CXNYC Forum, **anticipatory CX design** was a recurring theme, with speakers from leading brands detailing how a 360 degree view of the customer is essential for a differentiated customer experience. By 2017, [nearly 90% of companies](#) will compete primarily on the basis of CX, and brands will need to elevate their digital offerings to new levels by investing in technologies that help create strong experiences. According to Ken Bisconti, VP of IBM's Customer Analytics, using cross-channel customer data to ["deliver personalization at scale in real time"](#) is a crucial part of CX mastery. Forrester suggests brands embrace an innovation mindset, and focus on driving differentiated and impressive experiences across the web, on mobile and in apps, to prepare for how customers are likely to engage and buy in the future. For more on the forces that will impact CX, and tips to help brands achieve differentiation, [follow this link](#).

Effective Customer Journey Mapping Drives Real Revenue



As a result of investing in customer journey mapping, many brands are seeing [increased revenue, reduced costs and stronger engagement](#). However, the buzz around journey mapping has led others to invest blindly in this strategy without a clear view of outcomes, direction or goals. This misstep can leave brands stuck on how to execute an effective strategy, or [lead to unclear or uninformative mapping](#). Journey mapping allows brands to create a holistic view of the customer that will inform strong cross-channel, customer-centric strategies. While it is not a panacea, journey mapping is a worthwhile investment that brands must be prepared to take on intelligently, and continue to build upon as user needs and technologies evolve. [An informative overview](#) here on how journey mapping can transform your customer experience, and tips on how to get started.

B2B Companies Are Getting Good at CX



Despite the complexity of their buyer journeys, B2B brands are more committed than ever to pursuing and excelling at digital transformation. While only 4% of B2B brands consider themselves CX leaders, nearly 60% want to [deliver the best CX](#) in their industry by 2019. The average B2B transaction [involves over 5 buyers](#), requiring brands meet the needs of several customers per purchase. Nonetheless, B2B brands have seen significant progress in achieving stronger digital experiences and keeping better pace with their B2C counterparts. According to [Rich Watson, VP of CX at ADP](#), to continue this growth and avoid 'reactive' efforts and 'siloes' results in the future, B2B brands must offer high-performing optimized digital experiences that are also data-based and contextually-relevant. For tips on how to make a great mobile experience part of your CX strategy, [read our fact sheet](#).

Webinar: Prepare for ADA Demand Letters



Every company with an online presence, whether a website, mobile site, app or kiosk, should get ready for a flood of demand letters and private ADA-related lawsuits. Has your company received an ADA demand letter? Is your firm ready to respond to, or get ahead of the challenge of creating and implementing an effective web accessibility plan?

Join our "ADA and Demand Letters" webinar with ADA expert Richard Hunt, a Board Certified Civil Trial Attorney. Richard will provide an in-depth look into the strategies and actions needed to be ready and respond to an ADA Demand Letter. [Register now](#).