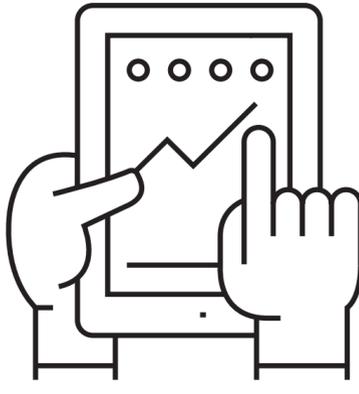


Intel is critical to winning customers.

The battle for market share hinges on your ability to deliver a great customer experience (CX).

According to Verizon-sponsored research, your advantage lies in data. Brands that consistently win over customers wisely use data to identify what customers want, when and how they want it—while protecting privacy and security.

Here are insights from our report, “Winning the CX war.” Use them to add CX value and enhance your brand.



Build your strategy with several touchpoints.

Customers want a digital CX, but they still expect you to support traditional channels.

55%

would consider switching to a competitor for CX reasons. Not being able to speak to a real person (34%) or to find a phone number (21%) would prompt many to switch.



want to be able to switch between CX channels easily.

55%

of 18-to-24-year-olds said they're attracted to companies that deliver CX using the latest technologies, compared to 47% of all consumers.



Take personalization and convenience to the frontlines.

Emerging technologies can help you capture personal data to create tailored, convenient transactions that meet increasing customer service demands.

59%

will abandon online transactions that take too long.

47%

would return to a company that offers personalized, intuitive CX, even if a rival is cheaper.



Build trust to outflank challengers.

Customers are more likely to give their data to brands they trust.



won't share personal data unless they know how it will be used.



say “honesty and transparency” about data use are crucial to winning their trust.

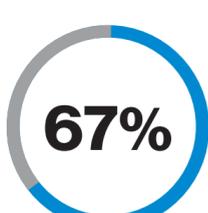


Use data strategically and ethically to benefit customers.

Customers want to benefit from arming you, not your competition, with their information.

69%

believe companies are requesting data for their own gain.



identified discounts and promotions as the top experience a company can deliver in exchange for personal information.

39%

Yet only 39% would let a restaurant or retailer track their location to offer deals nearby.



Don't let unsecured data lead to your brand's defeat.

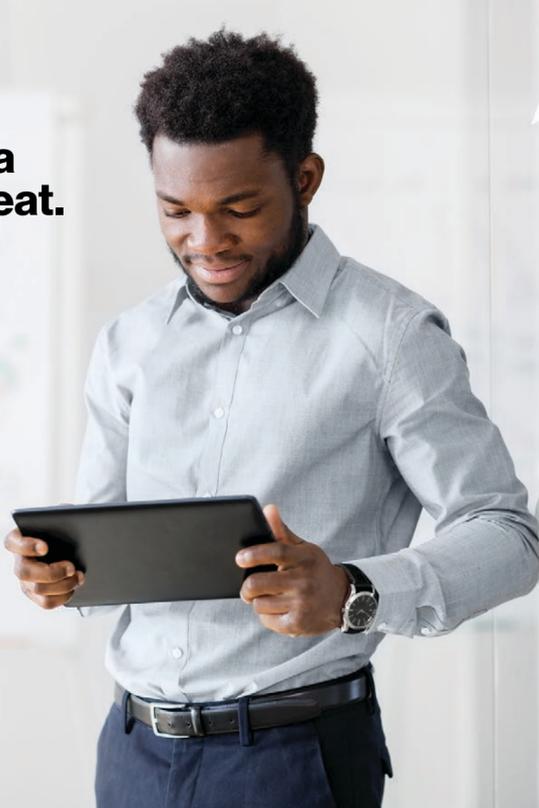
The cost of mishandled or stolen data can be ruinous.

69%

would avoid a company that has suffered a data breach, even if it offers a better deal than competitors.

7%

Only 7% would continue to use a company that suffered a high-profile data breach.



Visit enterprise.verizon.com/cx for more insights to help improve your CX.

The Verizon report, “Winning the CX war: The risks and rewards of next-generation CX,” is based on online survey responses from 6,000 consumers in 15 countries, and qualitative interviews with CX experts. Longitude, a Financial Times Company, conducted the research.

© 2019 Verizon. All Rights Reserved. The Verizon name and logo and all other names, logos, and slogans identifying Verizon's products and services are trademarks and service marks or registered trademarks and service marks of Verizon Trademark Services LLC or its affiliates in the United States and/or other countries. All other trademarks and service marks are the property of their respective owners.