

# A winning formula for superior customer experience

Balancing seamless interactions, data responsibility and privacy

**Providing a superior customer experience (CX) is no longer optional—it's essential.**

**Our research shows that customers:**

- Actively seek businesses that deliver a superior experience
- Will take their business elsewhere if they don't get it
- Will pay more for great experiences

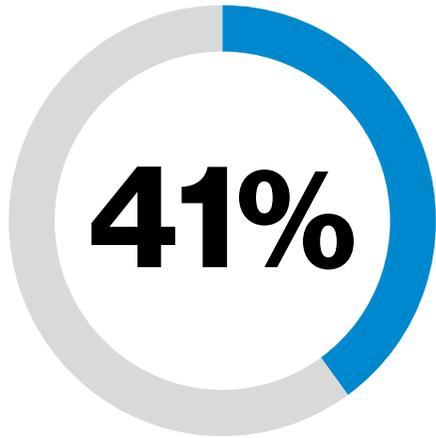
**But how do you win at CX? Let's break it down.**

**verizon**<sup>v</sup>

# Customers want fast, convenient service.

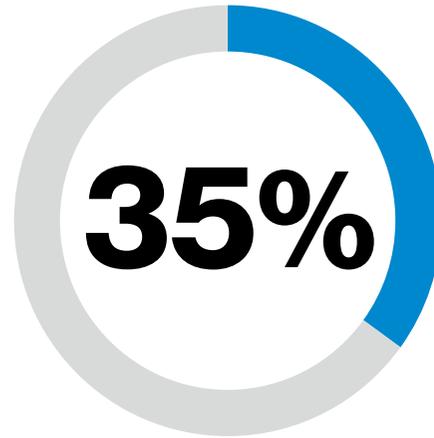
Since customer loyalty can erode quickly, reliability, speed and convenience rule.

## A good first impression



would leave a company that can't meet their request the first time they ask.

## Fast apps and transactions



would leave a company with slow apps.

# Customers expect thoughtful—and novel—interactions.

Bespoke, personalized and inventive interactions help businesses triumph.

## Innovative

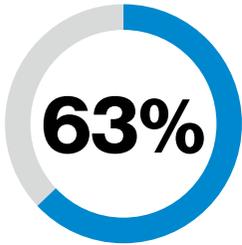


**47%** are attracted to companies delivering CX that uses the latest technologies.

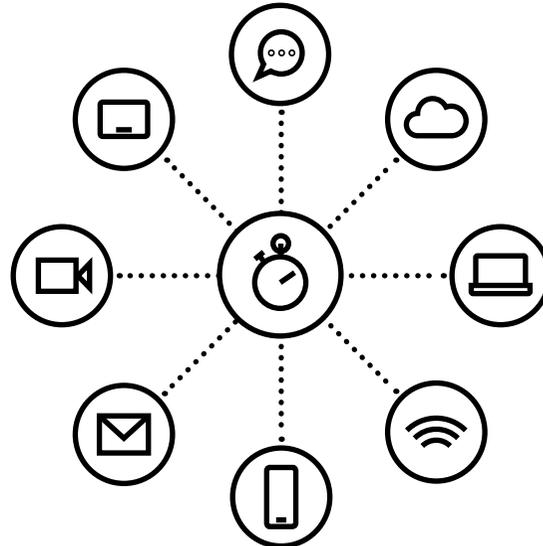


**42%** are open to new communication options.

## Flexible and simple



don't care which channel they use; they just want it to be quick and easy.



## Responsive and human



**60%** say good mobile apps can improve their perception of a brand.



**39%** prefer to connect in person.

**54%** like live telephone interactions.

**21%** would switch if they couldn't find a telephone number.

# Customers deserve data responsibility.

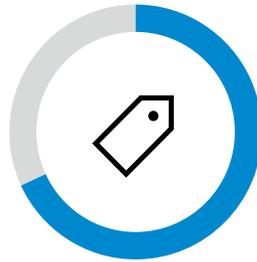
Creating truly personalized touchpoints across devices requires data, and lots of it. But customers are wary of giving up their info. Responsible data use is the way forward.

**32%** say trust takes clear communication of how they benefit if they share their data.



**69%** often feel companies want data for their own gain, not to improve CX.

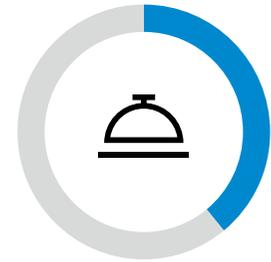
## Top paybacks customers would expect in return for their data:



**67%** discounts and promotions



**40%** one-click login and transaction tools

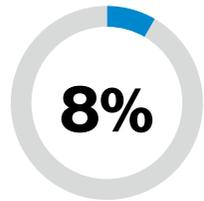


**39%** more exclusive experiences

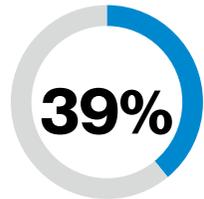
# Customers expect transparency and security.

The most trusted companies will enjoy the fullest access to customer data to improve CX and drive business. Complete respect for customers' privacy is crucial. So is keeping their data secure.

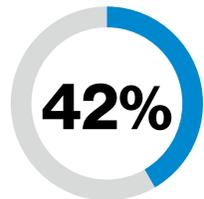
## Innovative



Only 8% of customers would share their data without needing to know in advance how it will be used. Even if they know their data is secure.

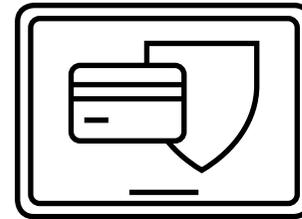


39% would leave if a company fails to adhere to customers' data and privacy settings and preferences.



42% want companies to make it clear that they comply with data regulation.

## Security



62% are uncomfortable saving card payment details, even if it could save time during a transaction.



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

# The building blocks of better CX

Winning the customer experience challenge requires a proactive approach that prioritizes these four qualities:



## Transparency

Recognizing that building consumer trust takes being transparent about how you use their data



## Value

Winning and maintaining access to customers' data ethically and for the benefit of the consumer



## Security

Security that ensures convenient experiences are trusted and secure



## Innovation

Continued focus on traditional channels while embracing new digital channels to communicate, connect and transact

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.

Learn how Verizon can help you meet your customers' expectations for greater experiences and create a winning CX strategy.

[View the full report >](#)