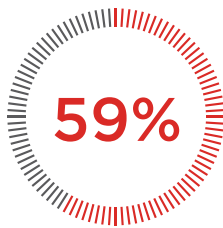


# Why Creating a Digital Customer Experience (DCX) Strategy Should Be Your Priority

Your Competitors Are Likely Developing One



of companies have a DCX strategy

## This Is Where the Cool Stuff Comes Into Play

Top Rated Transformative Customer Experience Technologies



- #1 CSAT Analytics
- #2 AI / Machine Learning
- #3 IoT
- #4 Next-Gen Mobile
- #5 Cloud Services

## Significantly Increasing Customer Wins Is a Game Changer

Increase in Customer Wins



More Customer Wins



More Customer Wins



## Your Customer Satisfaction Will Go Through the Roof



68%

Increase in CSAT by Adding Customer-facing Digital Channels



52%

Increase in CSAT by Adding Omnichannel Capabilities



60%

Increase in CSAT by Automating Customer Workflows

## Your Customer Service Agents Will Love Their Jobs

Adding Agent Analytics or Workflow Automation Reduces Agent Turnover by

35%

Adding Digital Channels Reduces Agent Turnover by

33%

## Your CEO will Love Your Results



15%

Operational Cost Reduction



31%

Overall Sales Increase



37%

Digital Sales Increase



14%

Improved Customer Loss Rate



73%

Increase Transactions Using Self Service



26%

Decrease Cost Per Transaction

Customer Win Rate Up



68%

For More DCX Insight

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AVAYA

Resource: Nemertes Research global study of IT and business leaders from 697 organizations in North America, Europe, and Asia-Pacific on DCX initiatives, technologies and success metrics. ©Nemertes Research 2018 [www.nemertes.com](http://www.nemertes.com)