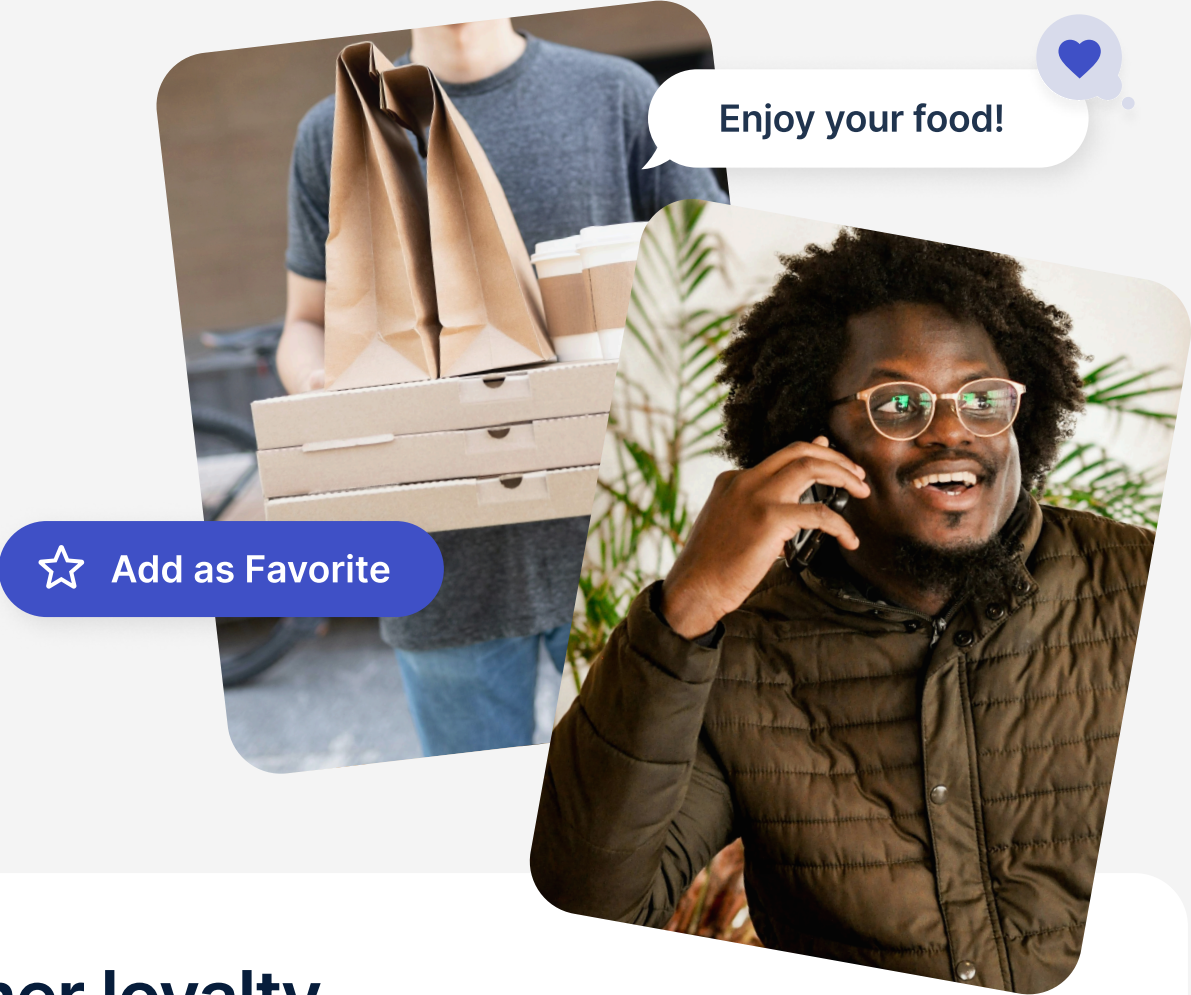


CX Research Reveals:

# 4 Tips for Stronger Customer Connections



Experience pros agree that customer loyalty is critical (no surprise here). Here’s why:

% of CX professionals we surveyed who agree\*



\*Agree, either directly, by indicating they agree, or indirectly, through selecting a response that is affirmative.

The challenge? It’s harder than ever to achieve.

71%

of CX pros say maintaining loyalty is more difficult than ever due to evolving customer expectations and external pressures.

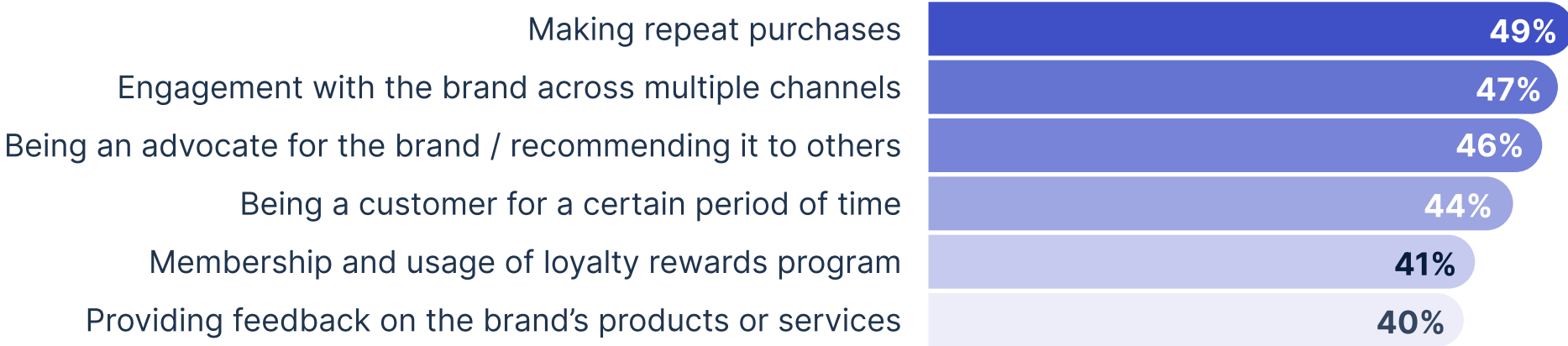
What are the top challenges in improving customer loyalty?  
% of organizations placing attribute in rank listed

- High level of competition from other brands
- Price sensitivity among consumers
- Consistently delivering brand promise without occasional issues
- Consumer trust in data security / use
- Negative reviews, feedback or word of mouth

Why is it so elusive?

Loyalty is evolving, and brands struggle to keep up with shifting definitions and rising complexity.

How organizations define “customer loyalty” % indicating characteristic listed

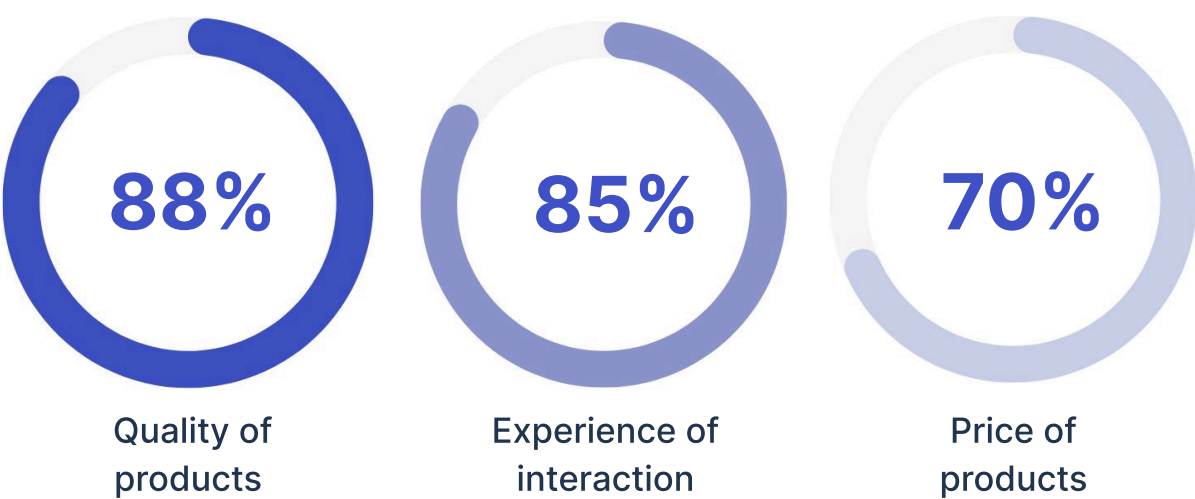


So, where should you focus your energy?

Your customer experience

Every interaction matters.

% saying attribute is a key driver of loyalty



Your employee experience

A strong culture fuels customer trust and loyalty.



of CX pros believe the employee experience directly impacts customer loyalty

Be a listener

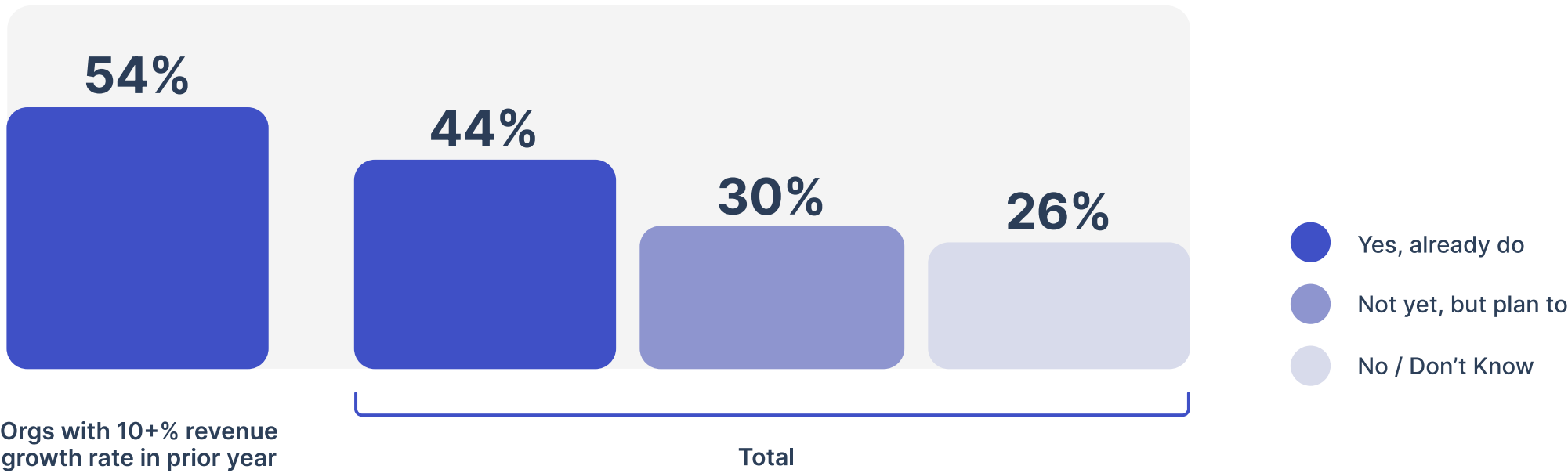
Every touchpoint is a chance to understand and improve.

#1 most commonly cited initiative for driving loyalty is collecting customer feedback

Future-proof with tech

From AI to automation, smart tech will help you stay ahead of the curve.

% of organizations, by status of using AI



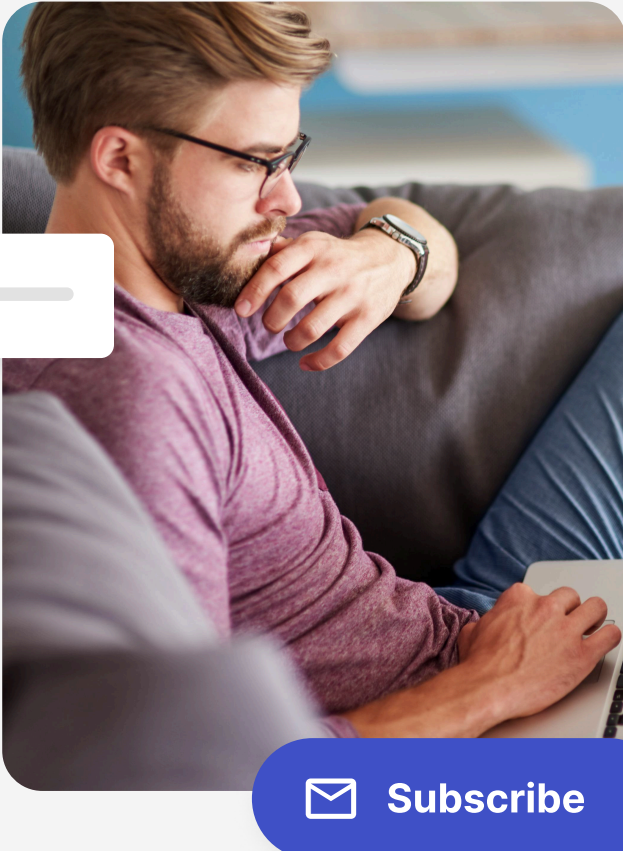
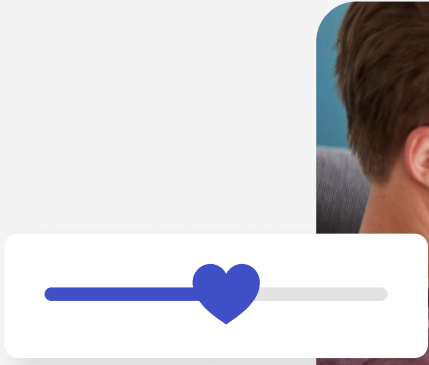
Want to dive deeper?

Download the full report for insights into:

- Loyalty’s true value
- Where brands excel — and fall short
- The critical role of experience management
- How rewards programs fit in
- Key tech to boost initiatives

Beyond Transactions: The Shifting Dynamics of Customer Loyalty

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