

Why You Should Be Investing in Your CX

What is CX?

The customer experience (CX) is the customers' perceptions and feelings resulting from interactions with a brand's products and services. Customer experience spans the lifetime of customers' relationships with a brand, starting before a purchase is made, continuing to active use, and advancing to renewal or repeat purchases.

CX Has Become Vital

In the past, customers would assess a company by the quality, and price of its products. Fast forward to today, where 80% of customers now agree service experience is just as important to them as the company's product. This means customers are now looking towards CX more than ever to help shape their outlook on a company or product. Customers are leaning on CX for a more personalized, self-service experience, one in which their customer journey is seamless and support is top-notch. A happy customer experience is a crucial factor in business success because a satisfied customer is the one who is responsible for generating more revenue and promoting brands in the competitive world. While a customer who has had a good experience with your company might help you generate better sales, a person with a bad experience can spoil your brand reputation in no time. It's clear that an improved customer experience and generating better revenue now go hand-in-hand, which means companies need to understand the need for delivering a better customer experience and how it can benefit them.

More Potential to Upsell

It's no surprise that companies with a good customer experience are likely to increase sales with existing customers because they are more likely to try out other products and services. Businesses with a top-notch customer experience generate more revenue than their competitors because it's easier to upsell when your customer base already trusts your business. 91% of customers with a positive, seamless customer experience are more likely to repeat purchases or promote a business, and [25%](#) of consumers have stopped doing business with a company after just one negative experience. Companies use CSM platforms like Talla to leverage their customer success by using data and analytics to personalize each customer experience, creating more potential in upselling to customers you already have a relationship with. By investing in your CX, you are developing stronger relationships with your customers, making it easier to suggest new products, upsell and generate more revenue for your business.

Customers Are Choosing CX

Customers are all about the journey. No one wants to do business with a company that treats them poorly, and how a customer feels after an interaction with a company has a significant impact on their future purchase decisions. Providing excellent customer experience results in satisfied and loyal customers who will purchase again. If we have learned anything from 2020, it's that the right customer experience can make or break a brand. Investments in automated customer support are proving critical, not only for accommodating volume surges but for long-term recovery, growth, and loyalty. With constant customer pressure to uphold high service levels, 88% of organizations now prioritize customer experience over other objectives in their contact centers.

Increased Omnichannel Support

Are you providing a consistent experience across all channels? Companies interact with their customers across multiple platforms like call centers, help desks, live chat, social media, email, and more. Customers may accept different service levels from different channels, but one thing they expect is the communication to be consistent. For example, a customer gets an email from a support rep saying they can not return an item they had recently purchased, but then in live chat support, they are informed they can return the item. This confusion between representative and customer can be frustrating for both parties and usually ends with a loss. By investing in your CX you can ensure that the replies given to customers are consistent in terms of content and tone of voice and that the procedures followed to solve customer queries are the same across your team. In their 2020 [report](#), PWC found that the number of companies investing in the omnichannel experience has jumped from 20% to more than 80%. For customers, it is an important factor, since it means they can have confidence that no matter who picks up their request, they will be able to help them at the same level of quality and efficiency.

Why CX?

With 9 out of 10 businesses competing mainly on customer experience, organizations that take CX seriously will stand out from others and win over loyal customers. Customers these days have more power and choices than ever before, which is why understanding their needs and creating personalized experiences is so important. If you make sure their interactions are helpful and continuously improving, you will drive brand loyalty and CX. If not, you'll give your competitors the best gift you can – your customers.

If you are looking for ways to increase your CX, you're in the right place! [Schedule a demo](#) with us to see how [Talla](#) can help your business grow.