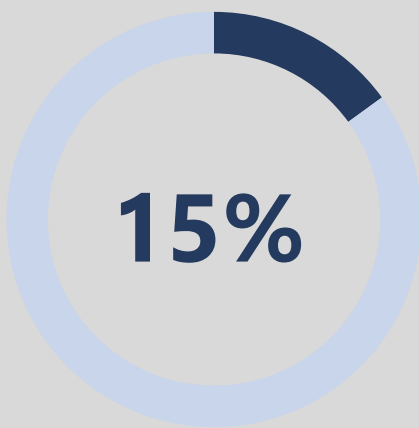


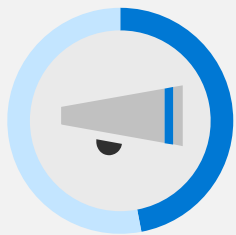
# Customer centricity:

## A key priority across all lines of business

In today's content- and product-saturated marketplace, personalization is the key to standing apart from the competition.



Implementing an organization-wide personalization strategy at scale can **drive up to 15% revenue growth.**<sup>3</sup>



### Marketing

47% of customers have purchased items or services they did not intend to due to a **personalized recommendation from a brand.**<sup>1</sup>



### Sales

Companies globally will **lose over \$300 billion each year** due to poor customer experience.<sup>4</sup>



### Service

More than 60% of customers say their **go-to channel for simple inquiries is now a self-serve tool.**<sup>2</sup>

1. <https://www.forbes.com/sites/shephyken/2017/10/29/personalized-customer-experience-increases-revenue-and-loyalty/#3ec87d1a4bd6>

2. <https://about.americanexpress.com/press-release/wellactually-americans-say-customer-service-better-ever>

3. <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/no-customer-left-behind#>

4. <https://www.prnewswire.com/news-releases/omni-channel-customer-experience---not-an-option-but-a-strategic-necessity-300303866.html>