

# Make CX scaling your strategic superpower.



Some companies let growth be the kryptonite that negates their customer-first powers. Don't go down that path. Scale your customer experience (CX) and take on the superpowers you need to save your customers' loyalty.

## Stretch farther than humanly possible.

No matter how big you get, you can't lose the personal touch. That means treating your millionth customer as well as your first.

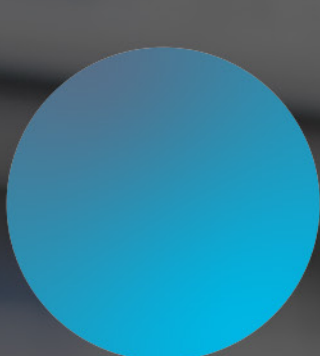


**56%**

of customers will blacklist a company after a poor customer service experience.<sup>1</sup>

## Soar over structural barriers.

Siloed departments can impede your company's ability to work together.<sup>2</sup> By encouraging communication and data sharing, you'll help avoid disjointed CX touchpoints and make your customers feel heard, helped, and more likely to stay.



Companies with high-performing CX platforms are

**7.9x**

more likely to use unified CX data.<sup>3</sup>



## Solve problems at supersonic speeds.

With proper onboarding, CX agents will have the skills and company knowledge to address customer issues without waiting for manager input. Quick help leads to quick resolutions which lead to increased customer loyalty.

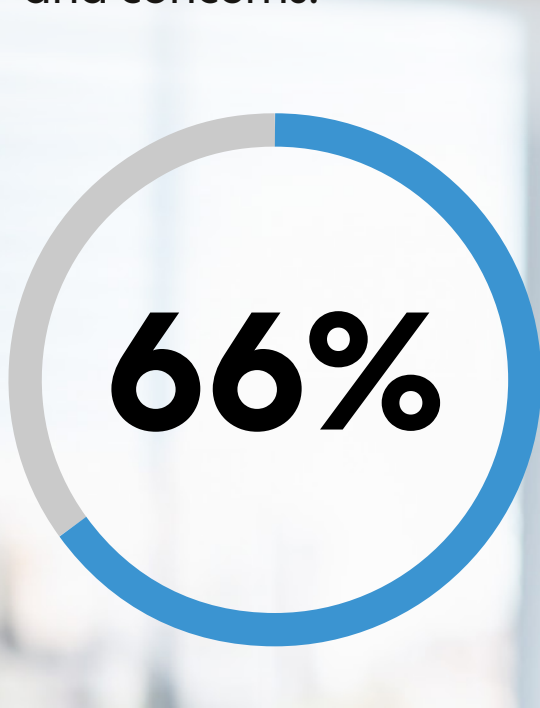


**\$75 billion** a year

Amount companies lose due to poor customer service<sup>4</sup>

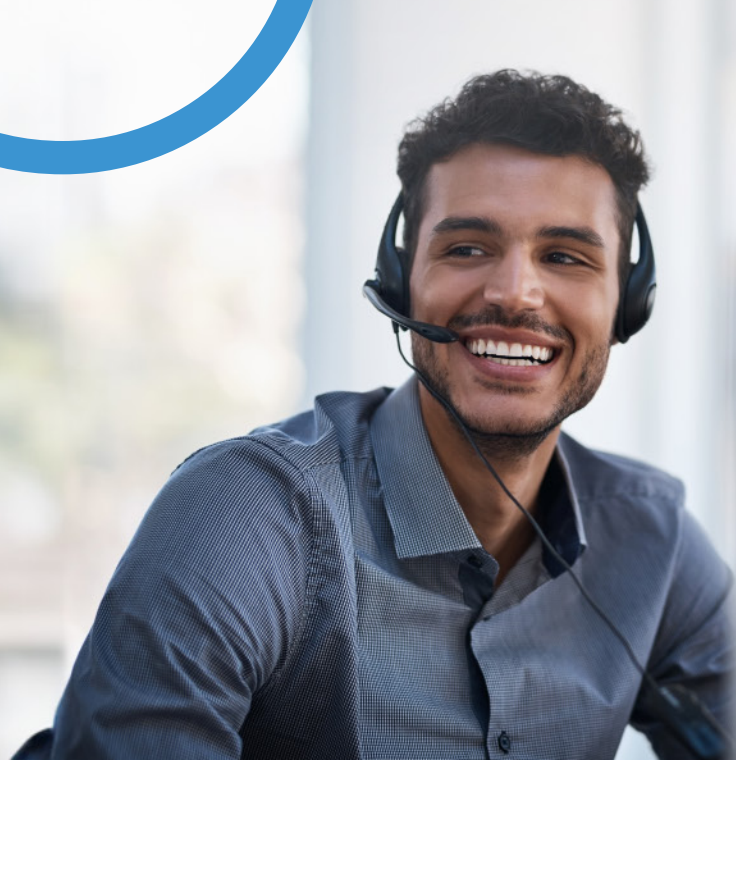
## Shape-shift to serve customer needs.

CX can hold more sway than brand or price, with customers judging you on quality, convenience, personalization, uniqueness, and whether they learned anything.<sup>5</sup> That's why you must test and optimize on a regular basis to meet their changing needs and concerns.



**66%**

of customer loyalty is determined by CX.<sup>5</sup>



## Become impervious to incursions.

From regular security training of agents to frictionless authentication for customers, fraud-reducing tactics should be foundational parts of your CX platform.

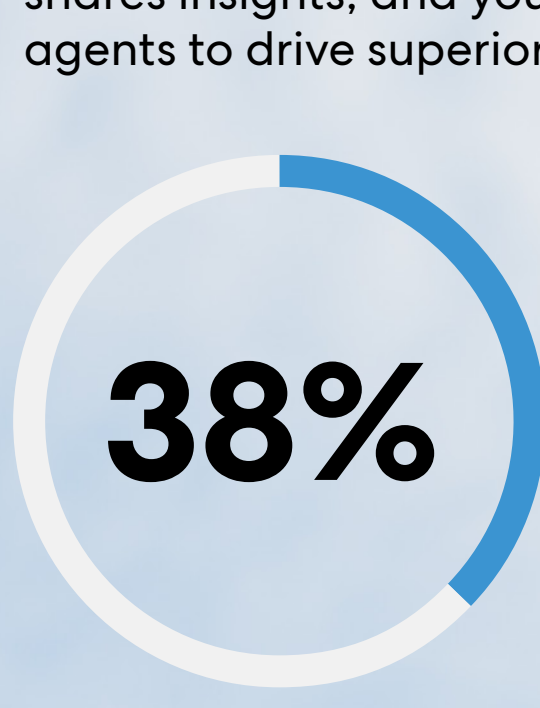


**55%**

of businesses reported an increase in fraud-related losses over the last 12 months.<sup>6</sup>

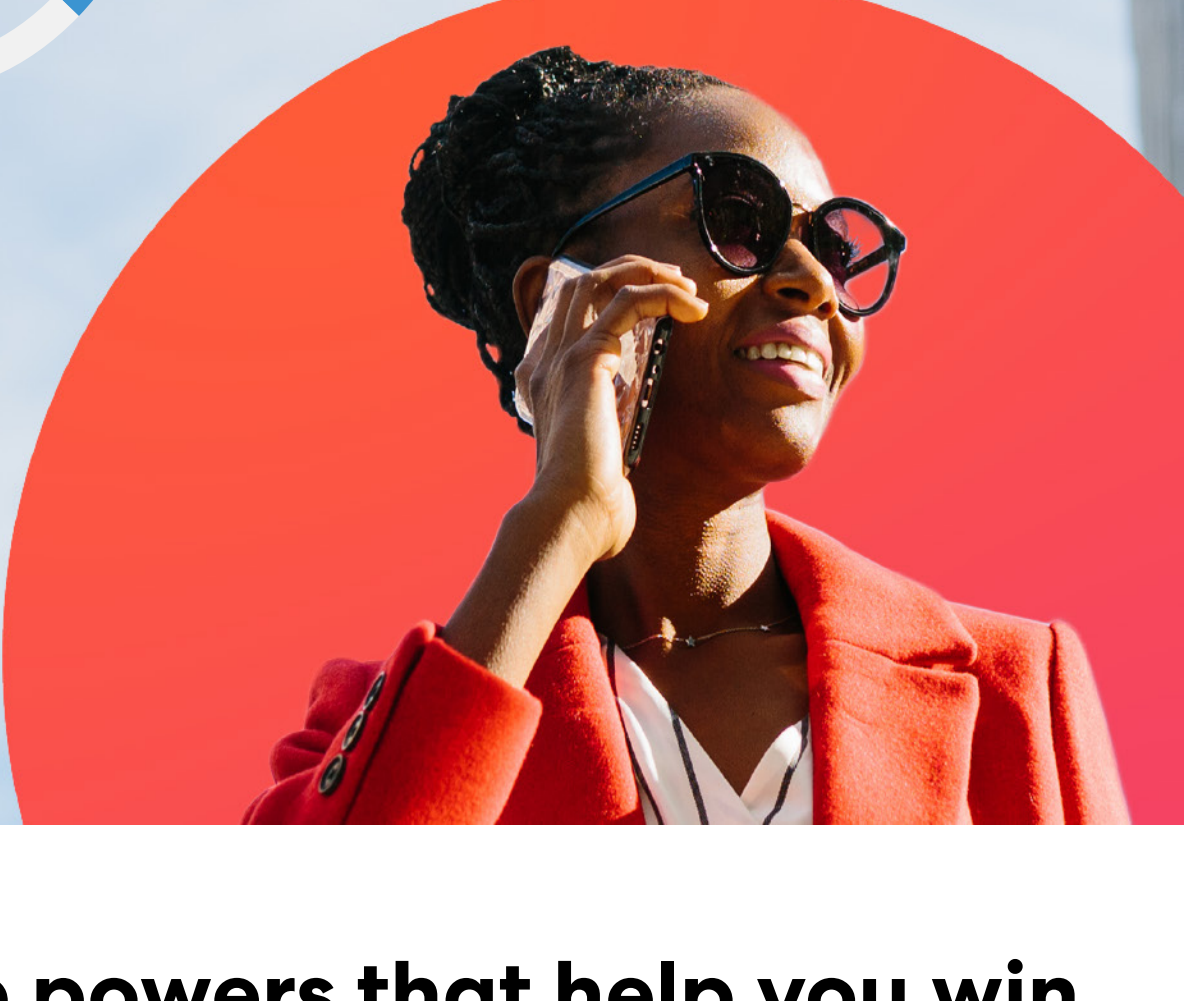
## Predict problems before they're evident.

Customers expect unity across your website, app, contact center, emails, and any additional touchpoints. Data from CX interactions can help you deliver. Build a system that shares insights, and you've built a system that empowers agents to drive superior customer experiences.



**38%**

of customers will abandon a company if their problems aren't solved in one call.<sup>7</sup>



## Embrace powers that help you win.

It's important to remember that not all outsourcing is equal. Choose a partner with deep expertise in your field and metrics-driven success, so you can invest in the most important thing: Becoming the hero your customers need to stay by your side for the long term.

Save the day with CX scaling.

[SEE OUR APPROACH](#)

1. "The Online Bank Insurgency of 2020," Forbes, July 20, 2020.  
2. "Digital Innovation: The Readiness of Financial Services Firms," Forrester Consulting, October 2016.  
3. "2020 State of Customer Journey Management & CX Measurement," Pointillist, 2020.  
4. "Businesses Lose \$75 Billion Due to Poor Customer Service," Forbes, May 17, 2018.  
5. "Creating a High-Impact Customer Experience Strategy," Gartner, 2019.  
6. "Fighting Fraud in a Fintech World," Experian, February 8, 2019.  
7. "7 Call Center Metrics to Measure Your Customer Service," HubSpot, March 10, 2020.