

ACHIEVE CUSTOMER SUCCESS WITH A BRANDED ONLINE COMMUNITY

ELEVATE THE CUSTOMER EXPERIENCE

A community provides more opportunities for your brand to engage with customers in meaningful conversation and knowledge exchange.

CUSTOMERS SAY:

★★★★★
86% quit doing business with a company because of a bad customer experience

LEADING BRANDS SAY:

89% expect customer experience to be their **primary differentiator**

RESEARCH SHOWS:

81% of companies with customer experience excellence are **outperforming the competition**

IMPROVE CUSTOMER SERVICE & SUPPORT

Online communities streamline customer service, lower support costs and improve retention.

CUSTOMERS SAY:

90% expect an organization to offer a **self-service** customer support portal

LEADING BRANDS SAY:

70% PLUS of all consumer questions are answered by the community

RESEARCH SHOWS:

Customer communities integrated with support systems **reduce costs up to 50%**

INCREASE CUSTOMER LIFETIME VALUE

Communities improve customer loyalty and provide more marketing up-sell and cross-sell opportunities.

CUSTOMERS SAY:

92% who rated their experience as very good were likely to **repurchase from that company**

LEADING BRANDS SAY:

Loyal customers are worth up to 10 times as much as their first purchase

10X

RESEARCH SHOWS:

80% of future revenue will come from just **20%** of your existing customers

DRIVE PRODUCT IDEATION AND INNOVATION

Amplify the voice of your customers and use their feedback from the community to improve your product and services.

CUSTOMERS SAY:

70% want to help companies to improve the products they build and carry

LEADING BRANDS SAY:

83% of CEOs say their companies rely on customer feedback to guide product decisions

RESEARCH SHOWS:

Gathering feedback can **increase cross-sell and up-sell** effectiveness by 15 to 20 percent

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