

CX BY THE NUMBERS

Why Customer Experience Should Matter To Your Organization

Providing a first-class customer experience (CX) to our clients is a top priority for CCC; that's why we created our Customer Experience First (CX1) program. Our entire organization is focused on creating a customer experience like no other. Check out some of these stats that illustrate the impact of CX:

86%

of buyers are willing to pay more for a great customer experience. [Learn more >](#)



1 in 3 customers (32%) will walk away from a brand they love after a single negative experience. [Learn more >](#)

42%

of customers would pay more for a friendly, welcoming experience. [Learn more >](#)

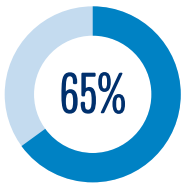
In fact, they'll spend 16% more for a "good" experience. [Learn more >](#)

80% of customers point to "speed" as being among the most important elements of a positive customer experience. [Learn more >](#)



80%

of customers say the experience a business provides is just as important as its product or service. [Learn more >](#)



65% of U.S. customers find a positive experience with a brand more compelling than advertising. [Learn more >](#)

84%

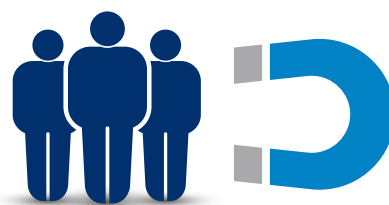
of organizations that work to improve CX report an increase in revenue. [Learn more >](#)

79% of customers who have a bad customer experience will share it with others. [Learn more >](#)



76%

of customers expect companies to understand their needs. [Learn more >](#)



Replacing a lost customer due to bad customer experience is

5x-25x

more expensive than retaining that customer. [Learn more >](#)

To learn more about CCC's commitment to our customers' experience, check out these recent Q&A's with our CX leaders:



CCC Puts Customer Experience First



Harnessing the Power of Data to Enhance CX



A Comprehensive CX Program Can Improve Products and Services

To read more about how we value our customers' experience and to view some recent client testimonials, visit us [here](#).