



What's Next for Customer Experience?

CEX is included in today's boardroom conversations, and for good reason. Great customer experiences result in positive brand perceptions, deeper customer loyalty, and wider profit margins. This infographic features analysts' predictions around customer experience next year.

Spending on interactive marketing will reach **\$55 billion by 2014**. This will be driven by spend on **social and mobile marketing**.²



social

the web



60% of respondents to a recent survey said that they expect converged **retail channels** to be the norm by 2014.²



90% of customers say buying decisions are influenced by **online reviews**.³



customer support



By 2014, organizations integrating communities into customer support will realize cost reductions ranging from **10% to 50%**.¹

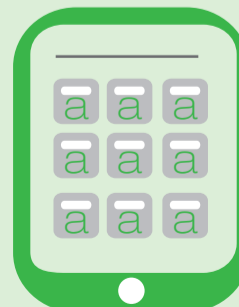
By 2014, customer fallout will drive down customer satisfaction in **70%** of organizations that shift customer support to communities.¹

By Brittany Davis and Lorri Cosentino

mobile

By 2014, the number of mobile CRM apps available for download from app stores will have grown by **500%**.²

By 2014, the **web** will directly account or **8%** of U.S. **retail sales** and influence **53%** of **consumer purchases**.¹



mobile

¹Gartner ²Forrester Researcher ³Dimensional Research

To read more, go to: "CX Trends to Watch in 2014"