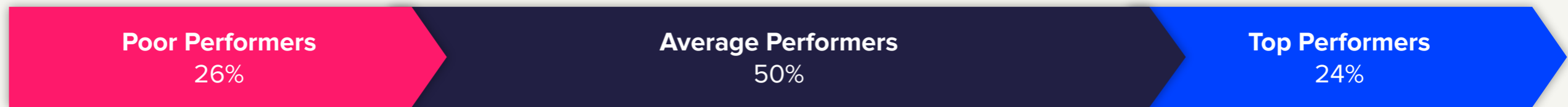
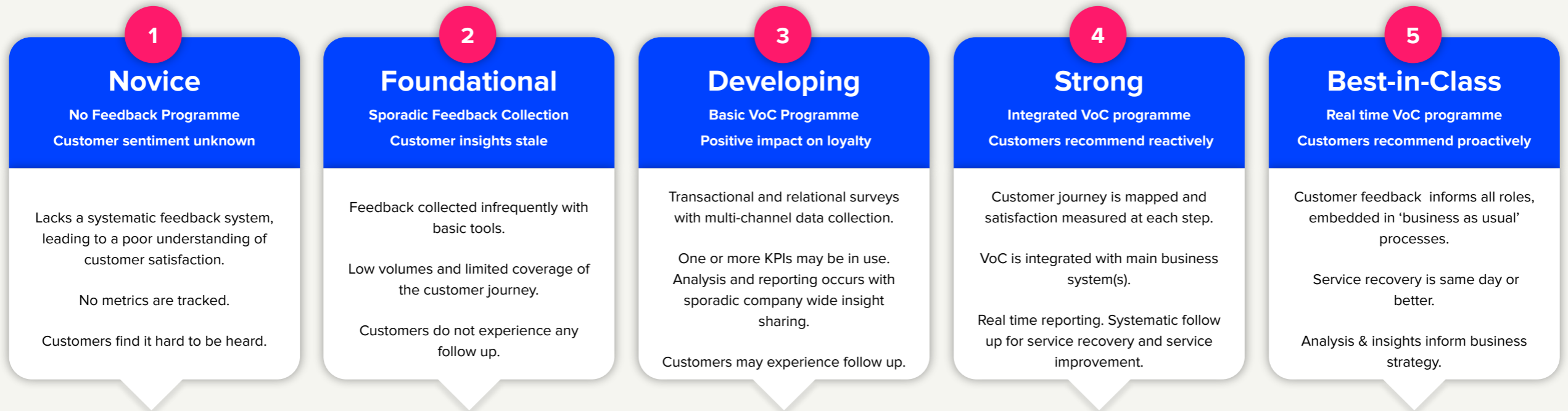


# VoC Maturity Model



## Business Outcomes

“More than one **bad experience** = **80%** of customers will **change brand**”  
  
 “**53%** of businesses believe they offer **good CX**, only **15%** of customers agree”  
  
 “Only **1 in 26** unhappy customers complain. **1 in 9** share their **negative experience with 15+ people**”  
  
 “companies that lead in customer experience **outperform laggards by nearly 80%.**”  
  
 “At least **1 point CSAT** below sector average = **0.1% revenue growth** (vs 4.1% average)

“more than **double the revenue growth** of CX laggards between 2016 -2021”  
  
 “**94%** customer **retention rate**”  
  
 “**15-25%** increase in **cross-selling**”  
  
 “**20-30%** higher **satisfaction** and engagement”  
  
**5-10%** higher **wallet share**  
  
 “**36%** of buyers **willing to pay more** for a great customer experience”  
  
 at least **1 point CSAT** above sector average = **7.4% revenue growth** (vs 4.1% average)