EXTRAORDINARY EXPERIENCES RAISE THE BAR FOR BUSINESSES

84% say experience is as important as products and services.

54% say superior returns warrant having them engage with them.

73% say an extraordinary experience makes them more likely to purchase.

Customer Journeys are fragmented, yet connected engagement is expected

78% of people disenchant with poor experiences.

64% of people prefer digital channels to face-to-face interactions.

64% expect tailored answers to be based on past interactions.

CUSTOMERS ARE SHIFTING THE DIGITAL TRANSFORMATION PLAYBOOK

75% expect companies to use new technologies to create better experiences.

62% are keen to use AI to improve experiences.

84% say experience is as important as products and services.

64% say experience is as important as products and services.

78% say experience is as important as products and services.

CUSTOMER TRUST IS BOTH CRITICAL & ELUSIVE

73% say trust in brands is higher than it was a year ago.

63% think most companies aren’t transparent about how they use their data.

65% say companies that did something that went against their principles.

62% expect companies to be honest and open about how they use their data.

CORPORATE VALUES SWAY BUYING DECISIONS

65% are likely to buy from companies whose values align with theirs.

56% are likely to buy from companies whose values align with theirs.

68% are likely to buy from companies whose values align with theirs.

To see all the trends transforming customer engagement in 2019, check out the full “State of the Connected Customer” report:
salesforce.com/connectedcustomer