

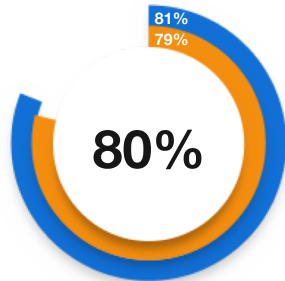
# THE RISE OF B2B EXPERIENCE

82% of business buyers want the same experience as when they're buying for themselves

Salesforce Research 2018

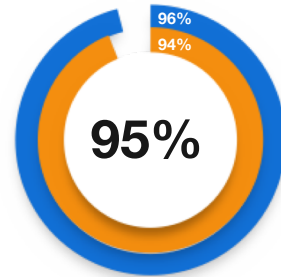
■ Business Buyers  
■ Private Consumers

## CX IMPACT



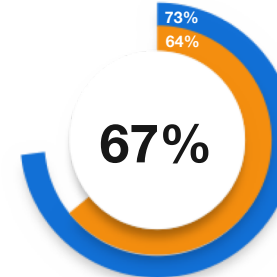
Of customers say the experience is as important as products and services

## LOYALTY



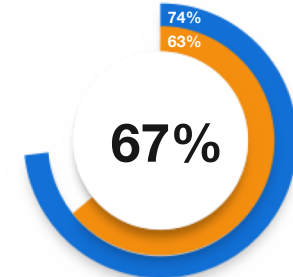
Of customers say they are more likely to be loyal to a company they trust

## CX STANDARDS



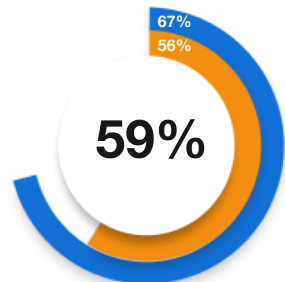
Of customers say their standards for good experiences are higher than ever

## REVENUE



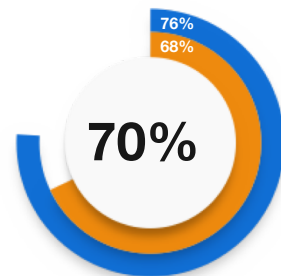
Of customers say they'll pay more for a great experience

## CUSTOMER ACQUISITION



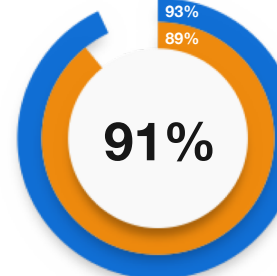
Of customers say tailored engagement based on past interactions is very important to winning their business

## CUSTOMER RETENTION



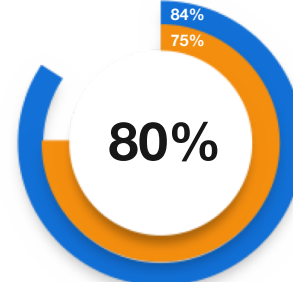
Of customers say service agents who are aware of sales interactions are very important to keeping their business

## COMPLIANCE



Of customers are more likely to trust companies who show commitment to protecting their information

## TRUST



Of customers are more likely to trust companies who use their information to fully personalise their experience