

# How to enrich your customers' experience?

## 1. Providing an excellent Customer Experience is key to meeting your business objectives

**62%**

of consumers want to interact with brands across multiple digital channels.



**77%**

of brands have struggled to create a consistent customer journey across channels.

## 2. Are you doing enough to impress your customers?



**1 in 3 consumers**

walks away from a brand because of just one bad experience.

**80%**

of shoppers would leave a brand after two bad experiences.

## 3. What do bad experiences put at risk?

**4.7**

Billion dollars a year in global sales.



**9.5%**

of enterprises' revenue.



**10%**

of potential customers for just 1 bad review.

## 4. What would your customers do if you elevate their experiences?



**77%**

would spend more money in your products and/or services.



**65%**

of them would become long-term customers.

**86%**

would be willing to pay more for that enriched experience

## 5. How can you enrich your CX?

Interact and communicate with your customers through digital mobile channels.



**87%**

want to interact easily with your brand in different channels.



**45%**

prefer to receive communications only through digital channels.

## 6. Soprano CPaaS is the perfect mobile communications platform to enrich your CX

Design and Control your customers' experiences by interacting with them on their preferred mobile channels.

SMS / WhatsApp / RCS / Voice / Email / Chatbots / Artificial intelligence

Are you ready to take your CX to the next level?

Schedule a free consultation at [www.sopranodesign.com](http://www.sopranodesign.com)

**soprano**  
communication unleashed

### Sources

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