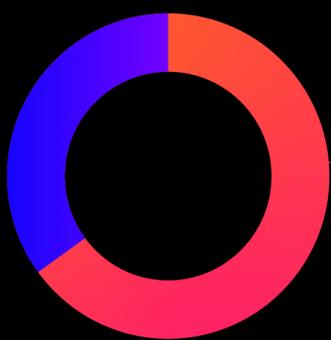


CUSTOMER JOURNEY MAP: THE NEW DIGITAL-FIRST CX

Today's customer journeys begin with web search, and long before they initiate contact with an agent, they're self-serving their needs via the web and your digital—and physical—channels.

Say goodbye to the linear, predictable customer journey

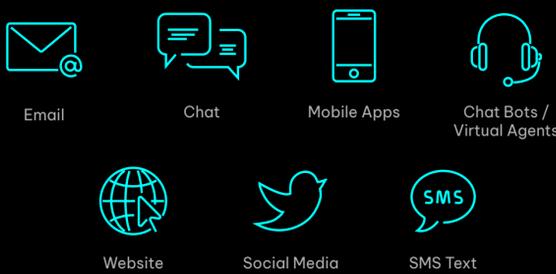
01 CUSTOMERS PREFER DIGITAL CHANNELS



65% of customers prefer self-service channels to resolve simple matters.¹

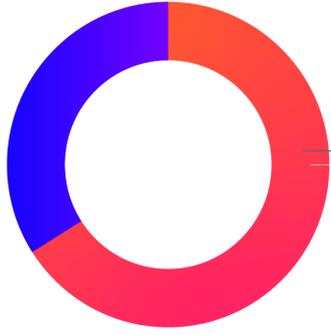
Voice is decreasing in favor of **text, email, and social media** for millennials and Gen Z.²

There's also increasing popularity of messaging apps like **WhatsApp, Facebook Messenger, and WeChat.**³

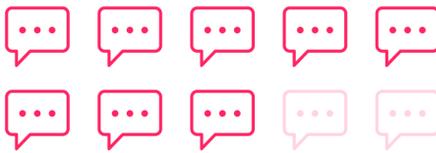


02 MAINTAIN A PRESENCE: FROM ANY DIGITAL TOUCHPOINT ACROSS EVERY STEP OF THE BUYING JOURNEY

Your organization should produce exceptional customer experiences throughout the full buying journey.



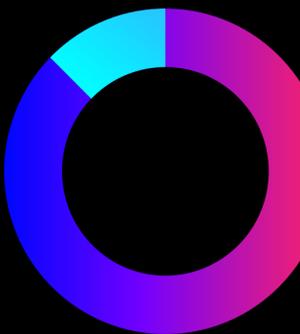
66% of customers use a search engine like Google to find solutions to issues.⁴



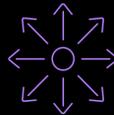
80% of customers expect the same level of service regardless of where they engage.⁵

03 DOES YOUR CX MEET TODAY'S CUSTOMER EXPECTATIONS?

97% of customers have backed out of a purchase because it was inconvenient for them.⁶



87% of companies say customers expect omnichannel personalization.⁷



Today's customers have an abundance of choices. They're increasingly impatient with brands that don't deliver on their expectations.

04 AMPLIFY THE ENTIRE CUSTOMER JOURNEY TO MAKE YOUR CX NOT ONLY SURVIVE, BUT THRIVE

Your business has the power to create lasting customer relationships and can drive larger outcomes than ever before. Accommodating messy end-to-end journeys and customer expectations determines if companies merely survive or if they thrive.



95% of customers say that service impacts brand loyalty, and 44% will abandon a brand after two bad experiences.⁸

91% of customers say good service makes them more likely to make another purchase.⁹

05 TRANSFORM EVERY EXPERIENCE THROUGHOUT THE ENTIRE CUSTOMER JOURNEY



Make better sense of today's new reality and future-proof for tomorrow. In this eBook, leading CX experts discuss how to best understand changing digital-first customer preferences and the tools and strategies to implement to build relationships that last.

→ [Get Your Copy](#)

¹ Salesforce: [State of the Connected Customer, 4th Edition](#) (2020)
² NICE: [CXone Transformation Benchmark, Consumer Wave](#) (2020)
³ Statista: [Mobile messenger apps – Statistics and Facts](#) (2019)
⁴ Accenture: [Next Generation Customer Service](#) (2019)
⁵ Salesforce: [Trends in Integrated Customer Experience](#) (2020)
⁶ National Retail Federation: [NRF's Winter 2020 Consumer View](#) (2020)
⁷ Deloitte: [2020 Update: A promise of growth and a path of complexity](#) (2020)
⁸ NICE: [2022 Digital-First Customer Experience Report](#) (2022)
⁹ Salesforce: [State of the Connected Customer, 4th Edition](#) (2020)