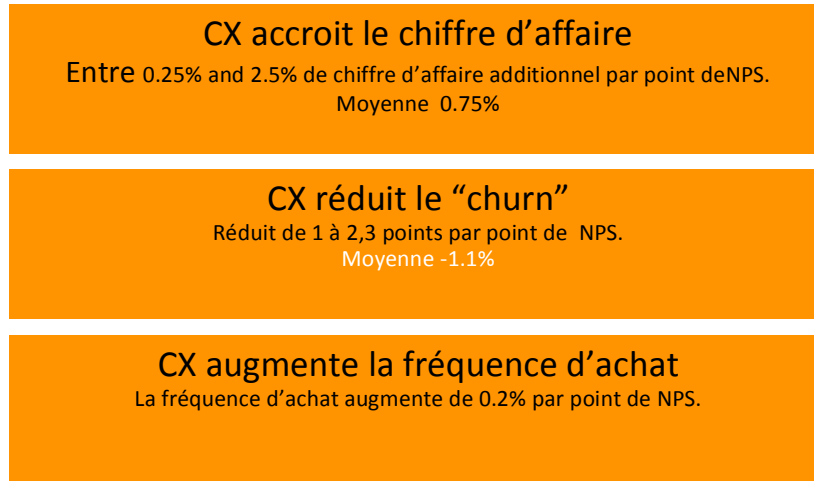




## Les principaux bénéfices d'une amélioration de l'expérience client



### bénéfices additionnels et pertes en lien avec l'effort client



#### Sources :

1) Temkin Group's Return of CX Report (2018 and several years prior), 2) Forrester: The ROI of CX Transformation (June 2017), 3) Forrester: Customer Experience Drives Revenue Growth (2016), 4) Watermark CX ROI Study (2018 and previous years); 5) Medallia ROI of CX Analysis (2014), 6) Bain Study of the UK Utilities Market; 7) Dave Ulrich, Ross School of Business, University of Michigan, 8) Roland Berger March 2019 ROI Data, 9) Published data from Maersk Lines