



October 7, 2014

www.cxday.org

Celebrating great customer experience
and the professionals that make it happen.



REASON TO CELEBRATE

Customer Experience continues to be recognized and touted as essential to companies operating in the current environment. Behind the culture change and new initiatives launched to support more customer-oriented companies with engaged employees is a group of dedicated professionals working hard to advance the customer experience. CX Day is an opportunity to recognize those people, provide open education and networking to all and bring the celebration and emphasis on CX to companies across the globe.

ADVANCING THE DISCIPLINE

Educational and networking opportunities will be available both through online and in-person events on October 7. All events and webinars will be free of charge and open to everyone.

Local Networking Events

CX Professionals seeking to connect locally with other like-minded peers are invited to events in various cities around the world where content will be presented in addition to networking and hors d'oeuvres.

Boston-Chicago-Dallas-Indianapolis-London-New York-Ottawa-Seattle-Portland-Washington DC-And More!

Online Events

Hanging Out with CX Experts

A series of four Google+ Hangouts with a panel of CXPA's [CX Experts](#) - You are invited to watch the Hangout and submit your questions to the panel through Google+ and/or Twitter.

Eastern Australia Hangout



**Customer Experience
Strategy**

October 6, 2014
9:30 a.m. AEST

UK Hangout



**Cultivating a Customer-
Focused Culture**

October 7, 2014
4:00 p.m. BST

US East Coast Hangout



**Unlocking Employee's
Enthusiasm**

October 7, 2014
1:00 p.m. ET

US West Coast Hangout



**Metrics to Map your Customer
Experience Success**

October 7, 2014
4:30 a.m. PT

#CXDay Chat Live! On Twitter

**People, Process & Technology Interdependencies
for Customer Experience Goals**

October 6, 2014 • 8:00 p.m. ET/5:00 p.m. PT

**Communication: A Pillar of Customer
Experience Success**

October 7, 2014 • 5:00 p.m. ET / 2:00 p.m. PT



Celebrating CX Webinar

Customer Experience from the C-Suite, Discussion with Steve Cannon

Featuring Steve Cannon, President & CEO, Mercedes-Benz USA

October 7, 2014

12:30 p.m. PDT / 3:30 p.m. EDT / 8:30 p.m. BST

This webinar is free and open to the public

Steve Cannon is that rare breed: A CMO who has ascended to operational leadership as CEO. With over two years at the helm of Mercedes-Benz USA, Steve will share experiences and insights from the luxury retail industry in which brand image drives value and customer expectations are unrivaled. In a discussion with CXPA Founder and Chair, Bruce Temkin, Steve will focus on Mercedes USA's customer experience journey, and how Mercedes USA has prioritized their customer-centric efforts.

DISTINGUISHING CX IMPACT

CXPA will recognize and reward exceptional individuals making impactful contributions to Customer Experience through the CX Impact Awards. Winners will be announced on Oct. 7, 2014. Individuals will be encouraged to nominate themselves and/or peers. Individuals from all areas of work including company practitioners, vendors and CX consultants are eligible for these awards.

SHARE THE CELEBRATION

CX Day offers you the opportunity (or excuse?) to bring the celebration internally across your company. Consider the following reasons for a company celebration:

- To create awareness of what customer experience is and what it means in the organization
- To create awareness for what CX initiatives are underway
- To create awareness of the governing CX body
- To educate the experience framework
- To celebrate customer experience successes
- To thank folks for their ongoing work to deliver great customer experiences

You can find more ideas for sharing the celebration with your company on cxday.org.

SPREAD THE LOVE

Do you love your customers? Does your company love their customers? Are you a customer at a business that has a great customer experience? We want you to share your photos that represent great customer experience and the professionals that make it happen. Visit CXday.org to download and print your sign, snap your pic then share it on your favorite social network with the hash tag [#iheartcustomers](https://twitter.com/#!/iheartcustomers).

i♥CUSTOMERS

The customer experience will reign as the primary investment target in 2014 as 68% of businesses plan to increase their customer management spend.

(2014 CALL CENTER EXECUTIVE PRIORITIES REPORT)

78% of companies plan on dedicating significantly more or somewhat more effort to improving their web experience in 2014.

(TEMKIN GROUP)

70% of buying experiences are based on how the customer feels they are being treated.

(MCKINSEY)

51% of companies plan to increase the staffing of their centralized customer experience team in 2014.

(TEMKIN GROUP)

FUN FACTS

A 2% increase in customer retention has the same effect as decreasing costs by 10%.

(LEADING ON THE EDGE OF CHAOS, EMMET MURPHY AND MARK MURPHY)

By 2020, customer experience will overtake price and product as the key brand differentiator.

(CUSTOMERS 2020 REPORT)

63% of companies expect to spend significantly more on customer experience in 2014 than they did in 2013, which is up from 54% in 2012 and 46% in 2011.

(TEMKIN GROUP)

98% of respondents believe that customer experience is a great profession to work in.

(TEMKIN GROUP STATE OF THE CX PROFESSION 2014 REPORT)

90% of customer experience decision makers say that a good experience is critical to their success; 63% think the importance of the customer experience has risen.

(FORRESTER RESEARCH)

63% of companies expect to spend significantly more or somewhat more on customer experience in 2014 than they did in 2013, up from 54% in 2012 and 46% in 2011.

(TEMKIN GROUP CUSTOMER EXPERIENCE EXPECTATIONS AND PLANS FOR 2014)

The revenue impact from a 10 percentage point improvement in a company's customer experience score can translate into more than \$1 billion.

(THE BUSINESS IMPACT OF CUSTOMER EXPERIENCE)

In the age of the customer, executives don't decide how customer-centric their companies are — customers do.

(KATE LEGGETT, FORRESTER RESEARCH NAVIGATE THE FUTURE OF CUSTOMER SERVICE IN 2014)

84% of companies expect to increase their focus on customer experience measurements and metrics.

(TEMKIN GROUP CUSTOMER EXPERIENCE EXPECTATIONS AND PLANS FOR 2014)