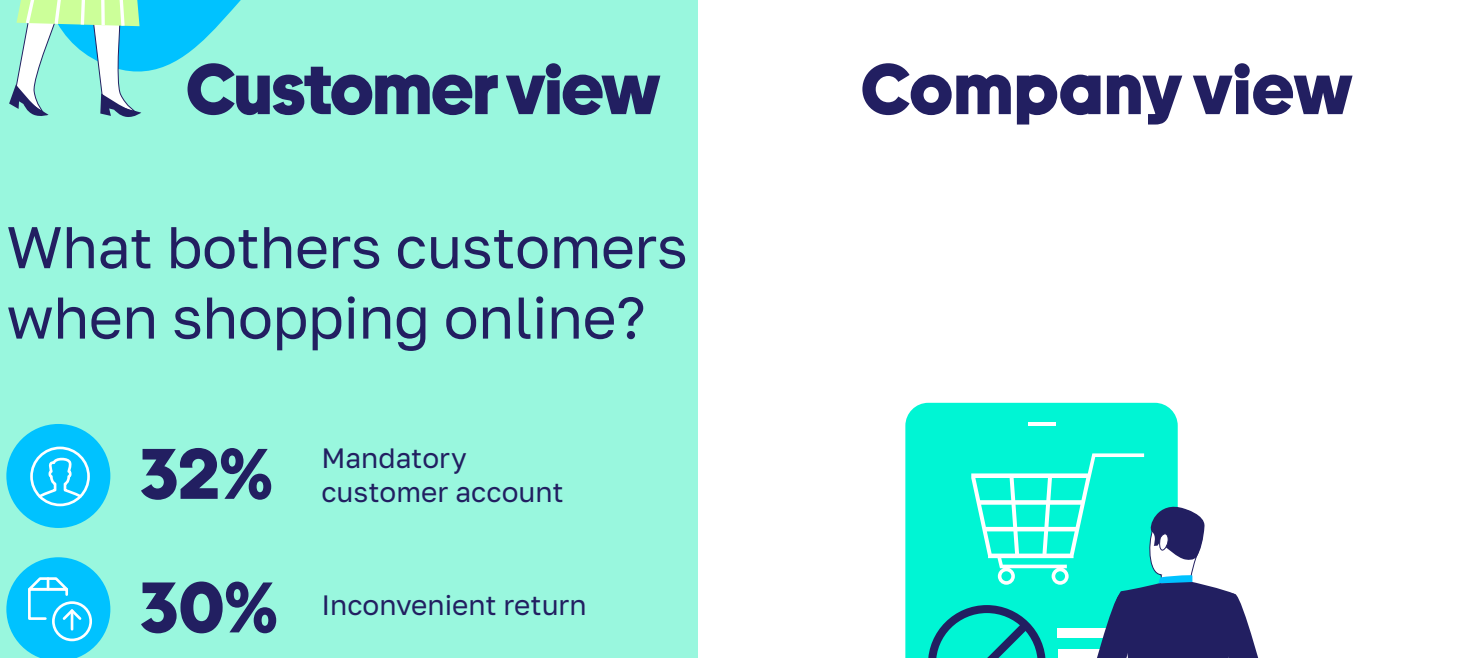


New Business KPI: The Return on Experience (ROX)

Return on Experience (ROX) is increasingly becoming the benchmark for business success. After all, only satisfied customers are lucrative. And only valuable customers attract more valuable ones. What characterizes customer satisfaction? And how can it be consistently increased?



What bothers customers when shopping online?



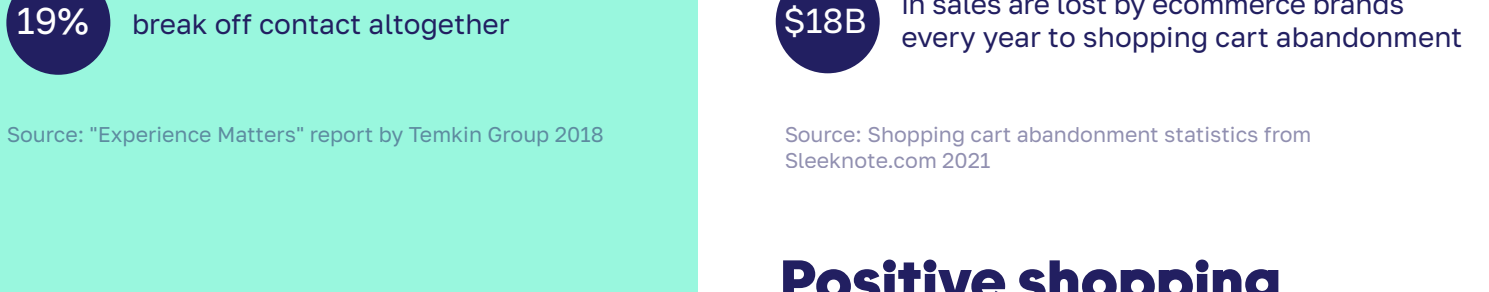
Source: Study "What online customers want" by Arithnea and adesso 2020



Consequences of negative shopping experiences:

>

What are the consequences of shopping cart abandonment for companies?



Source: "Experience Matters" report by Temkin Group 2018

Source: Shopping cart abandonment statistics from Sleeknote.com 2021



Source: "Experience Matters" report by Temkin Group 2018

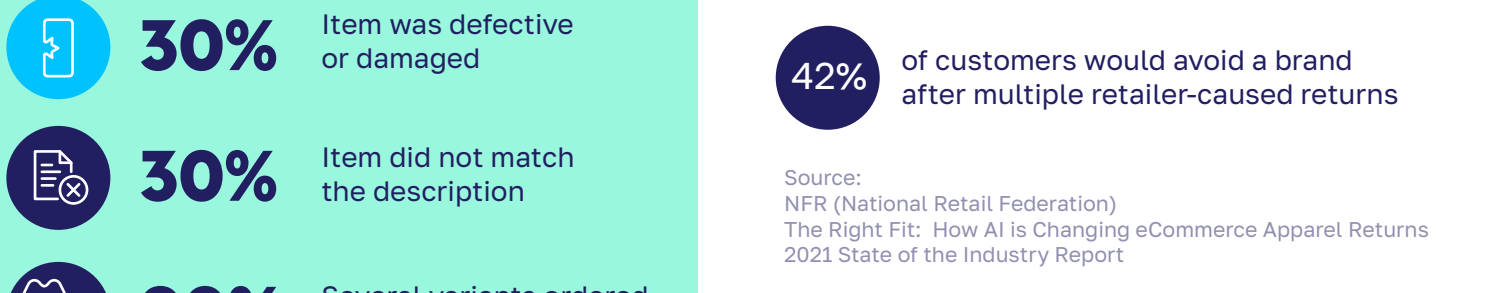
Better product content ensures a positive shopping experience and reduces shopping cart abandonment. As a result, companies not only secure revenue they would otherwise miss out on, but also give their business a powerful boost.

The Return on Experience (ROX) increases.

Why do online customers return the ordered goods?

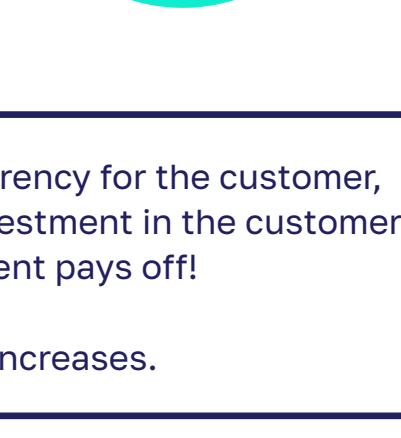
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What are the consequences of returns for companies?



Source: Processed returns statistics 2017

Source: NFR (National Retail Federation) The Right Fit: How AI is Changing eCommerce Apparel Returns 2021 State of the Industry Report



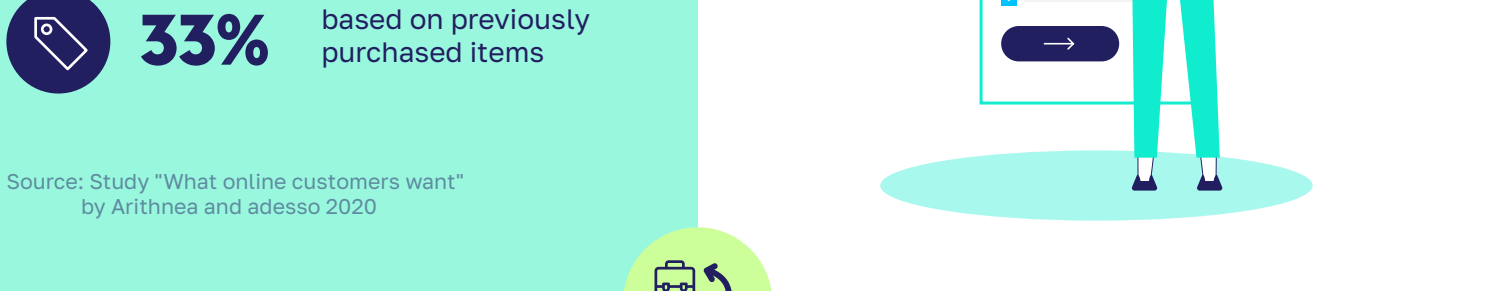
Better product content creates greater transparency for the customer, reduces the return rate and saves costs. The investment in the customer experience and better product content pays off!

The Return on Experience (ROX) increases.

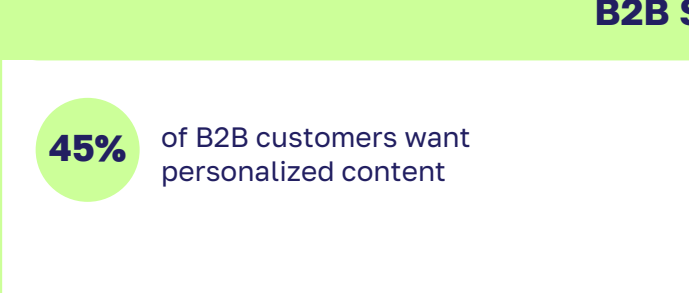
How do customers perceive personalized advertising?

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What can personalized advertising achieve?

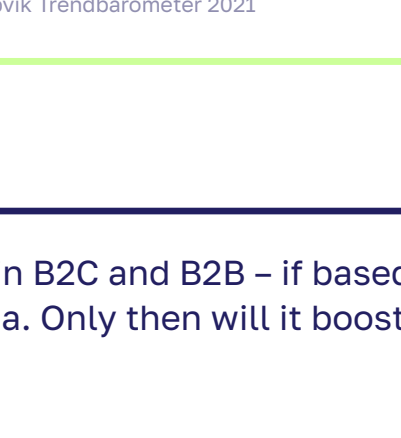


Personalized advertising is accepted if it's



Source: Study "What online customers want" by Arithnea and adesso 2020

Source: Shopping cart abandonment statistics from Sleeknote.com 2021



B2B Special



Source: B2B e-commerce trends 2020

Source: B2B e-commerce trends 2020

Source: bvik Trendbarometer 2021

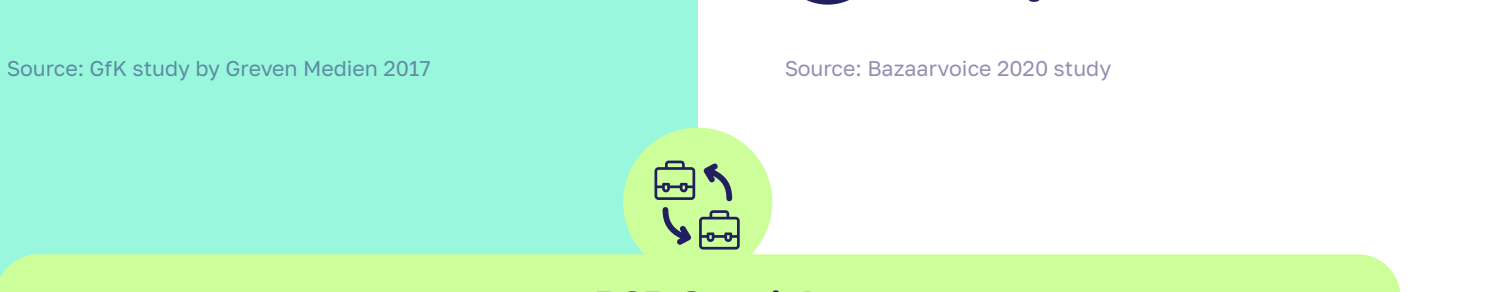
Personalization is and will remain indispensable in B2C and B2B – if based on personal preferences and product-related data. Only then will it boost company profits.

The Return on Experience (ROX) increases.

What role do (digital) customer ratings play in the shopping experience?

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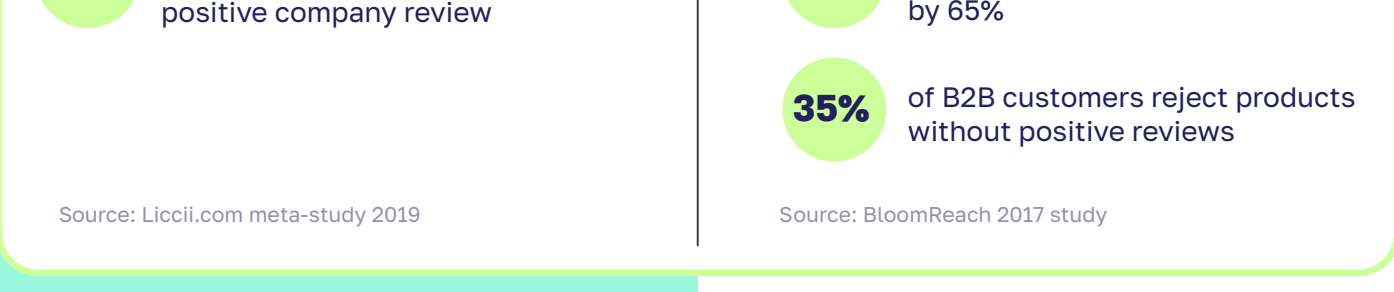
How do customer reviews affect business success?



Source: GfK study by Greven Medien 2017

Source: Bazaarvoice 2020 study

B2B Special



Source: L1ccil.com meta-study 2019

Source: BloomReach 2017 study

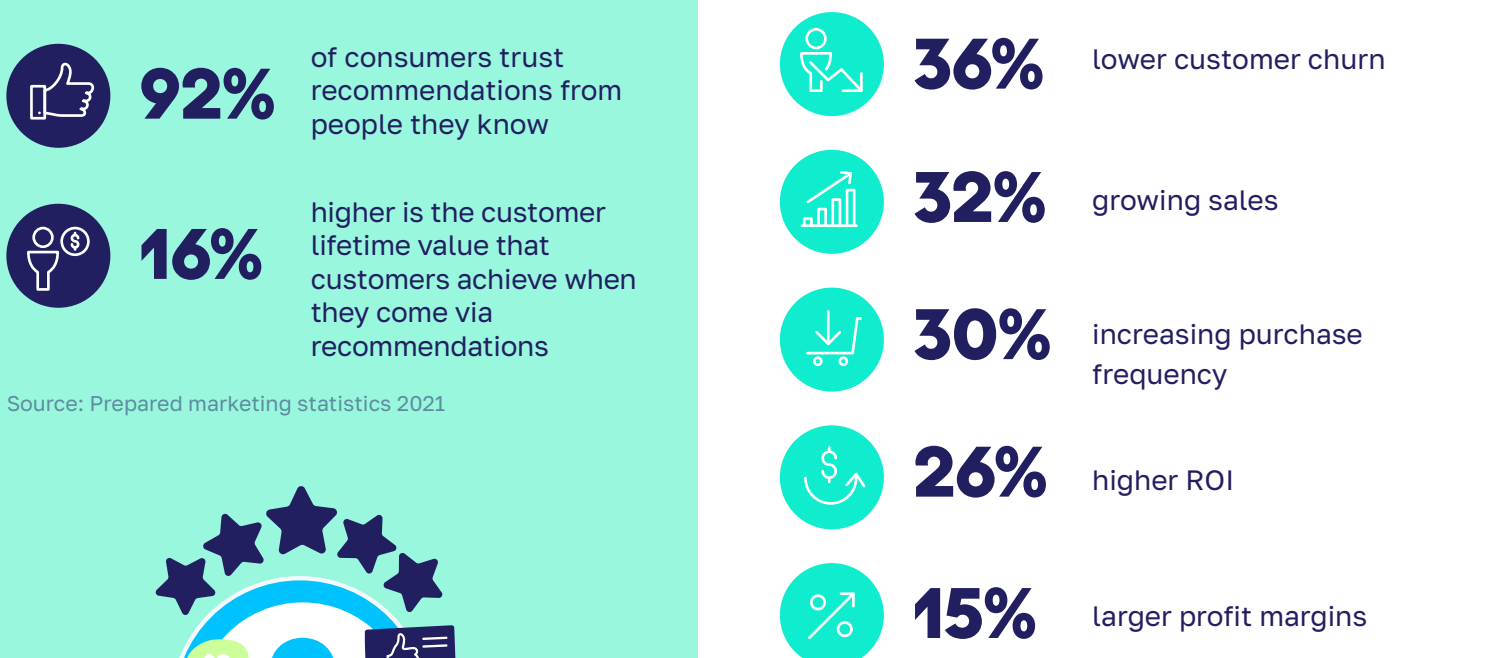
Product and purchase evaluations are an essential component of product information. They positively influence the customer experience and the purchase decision. They provide more visibility and attract new customers.

The Return on Experience (ROX) increases.

How well do customer loyalty programs work?

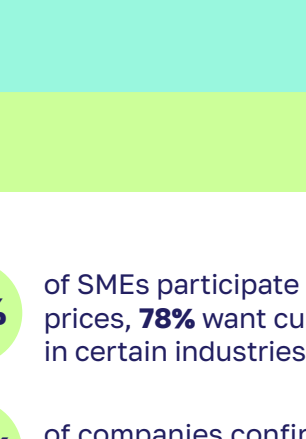
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What goals do companies pursue with customer loyalty marketing?

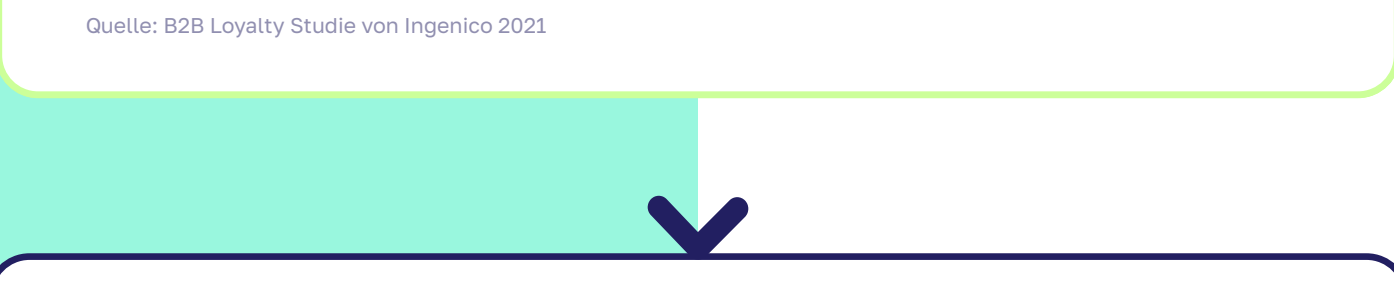


Source: Survey by IfH Cologne, ECC Cologne 2021

Source: Report Loyalty Trends von Open Loyalty 2021



B2B Special



Quelle: B2B Loyalty Studie von Ingenico 2021

Customer loyalty programs allow businesses to collect rich, first-party, opt-in data across channels. They support customers' willingness to provide feedback and recommendations and thus increase business success.

The Return on Experience (ROX) increases.