



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?



Company view

customer account Inconvenient return 28%

- Non-transparent shipping costs Incomplete /
- non-transparent product information Source: Study "What online customers want"

consequences of shopping cart abandonment for companies? of purchasing processes are aborted 70%

What are the

in sales are lost by ecommerce brands every year to shopping cart abandonment Source: Shopping cart abandonment statistics from Sleeknote.com 2021



Positive shopping

more cross-selling turnover higher motivation to recommend

Source: "Experience Matters" report by Temkin Group 2018

higher repurchase rate

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



Item was defective **30%** or damaged Item did not match **30%** the description

Item did not fit

Item did not meet expectations

to choose from

62%

How do customers

perceive personalized

Negative perception

based on data about

interests or hobbies

based on previously purchased items

20% of online-bought products are returned of customers would avoid a brand after multiple retailer-caused returns NFR (National Retail Federation) The Right Fit: How AI is Changing eCommerce Apparel Returns

2021 State of the Industry Report

at the average retailer

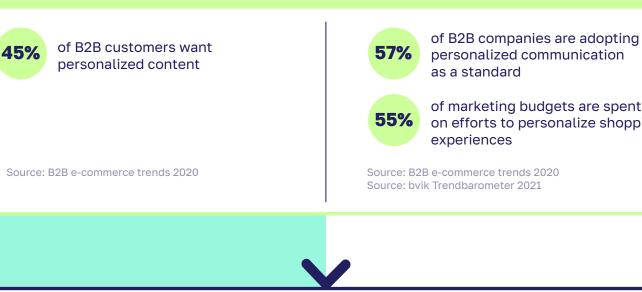
in merchandise returns occur

for every \$1 billion dollars in sales

- The Return on Experience (ROX) increases.

What can personalized





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.

B2B Special

improved sales ability: Rated products are strongly influenced in sell up to 200% better their decision by reviews on platforms such as higher shopping cart value: Amazon or Google Publishing customer reviews increases My Business (GMB) the average value for 42% Source: GfK study by Greven Medien 2017 Source: Bazaarvoice 2020 study

B2B Special

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.

How well do customer

loyalty programs work?

of consumers use loyalty

programs weekly (27%)

or bi-weekly (24%)

of consumers trust

recommendations from people they know

higher is the customer

lifetime value that customers achieve when they come via increasing purchase recommendations frequency

of SMEs participate in customer loyalty programs, of which **80%** want lower purchase prices, 78% want customized offers, and 50% want a strong user community in certain industries



B2B Special

feedback and recommendations and thus increase business success. The Return on Experience (ROX) increases.









Several variants ordered

\$166M







How do customer

reviews affect business

sales increase: 100 customer reviews



success?



pursue with customer

loyalty marketing?

36%

What goals do companies

higher customer

more new customers

lower customer churn

growing sales

higher ROI

larger profit margins

lifetime value

review increases the

without positive reviews

by 65%

Source: BloomReach 2017 study

likelihood of buying a product

of B2B customers reject products





Source: Report Loyalty Trends von Open Loyalty 2021





Source: "Experience Matters" report by Temkin Group 2018



Source: Processed returns statistics 2017

advertising?

35%

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

What role do (digital)

customer ratings play

of online shoppers read

customer reviews

before buying

of B2B decision-makers are more likely

to buy if they have previously read a

positive company review

Source: Liccii.com meta-study 2019

in the shopping

experience?

93%

Source: Survey by IfH Cologne, ECC Cologne 2021

Source: Prepared marketing statistics 2021

11%

76%

to recommend the company to others Quelle: B2B Loyalty Studie von Ingenico 2021

opt-in data across channels. They support customers' willingness to provide

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