

Digital transformation has become critical in improving customer experience.

To remain competitive in the marketplace, companies must embrace digital transformation.

It starts with having the correct data. With it, you can achieve a 360-degree view of the customer, a key component of digital transformation.

Customer experience sets your company apart. By 2020:



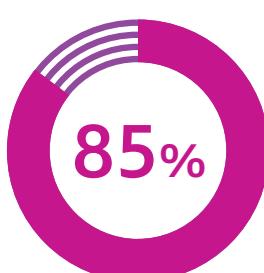
Customer experience will overtake price and product as the most important brand differentiator.

Source: Walkerinfo: Customers: The future of B-to-B Customer Experience 2020, 2013



50% of product investment projects will be driven towards customer experience innovations.

Source: Gartner: Gartner Survey Confirms Customer Experience is New Battlefield. Blog by Jake Sorofman, October 23, 2014



85% of customers will manage their relationships without interacting with a human.

Source: Gartner brochure: Gartner Customer 360 Summit, 2011

Customers are making their preferences known.



73%

prefer brands that personalize their shopping experiences.

Source: 3 Digital Marketing Trends for Retail and E-Commerce in 2016. Jonathan LaCose, INC, Dec 2015



86%

say personalization plays a role in their buying decisions.

Source: 3 Digital Marketing Trends for Retail and E-Commerce in 2016. Jonathan LaCose, INC, Dec 2015



89%

express frustration by the context lost when they switch between channels.

Source: 4 secrets of customer loyalty from successful retailers Chad Hendren, Retail Customer Experience, 2016

Video is the new growth medium for customer engagement.

70%

of customers view brands more positively after watching interesting video content.

Source: Avonn Research. "Video in Content Marketing, Written by Former Staff on 22nd Apr 2015"

64%

of marketers expect video to dominate their future strategies.

Source: Nielsen: "Online Evolution: 2013 Marks the Year of Brand Advertising"



82%

of web traffic will be video by 2021.

Source: Cisco Visual Networking Index: Forecast and Methodology, 2016-2021

"If you are not delighting your customers and engaging them in the mediums they want to be engaged in, then you'll wind up losing those customers."

—Christopher Hall, VP Product Management, Customer Engagement Solutions

Interactive Personalized Video success story: Geoffrey Insurance

They needed a way to provide an exceptional experience for online customers. New technologies —like Interactive Personalized Video— help Geoffrey Insurance scale customer service and deepen engagement.



12%

higher renewal-rate among customers who viewed the video.



74%

of viewers now feel that Geoffrey Insurance cares for them.



84%

of viewers said the video helped them learn about the policy.

Learn more about how Pitney Bowes can help you with your digital transformation.

For more information, visit us online at mypbvideo.com/engageonevideo