

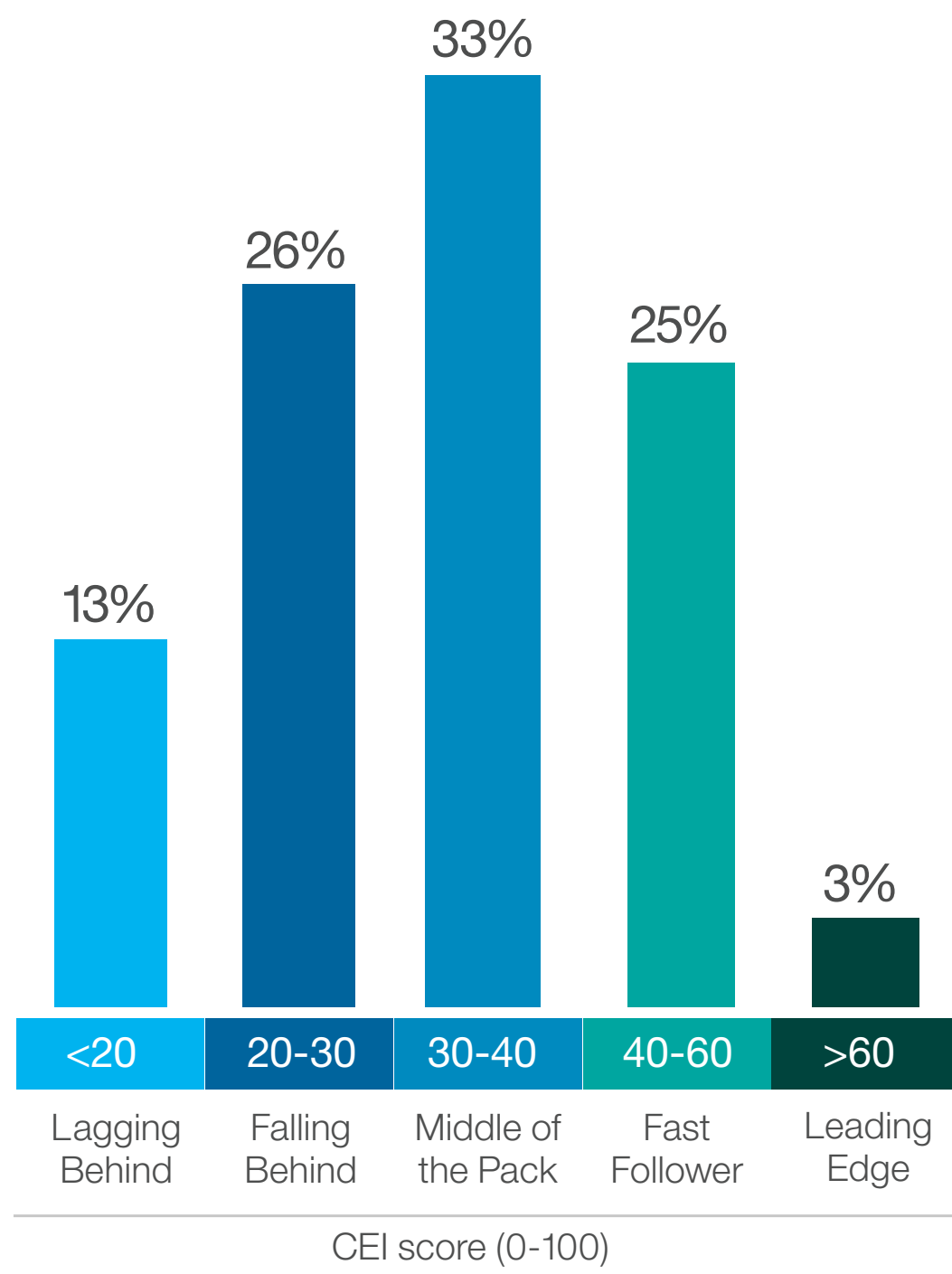
IBM 2017 Customer Experience Index Study

Customers' evolving expectations outstrip brands' capabilities to provide the optimal shopping experience

CEI performance curve

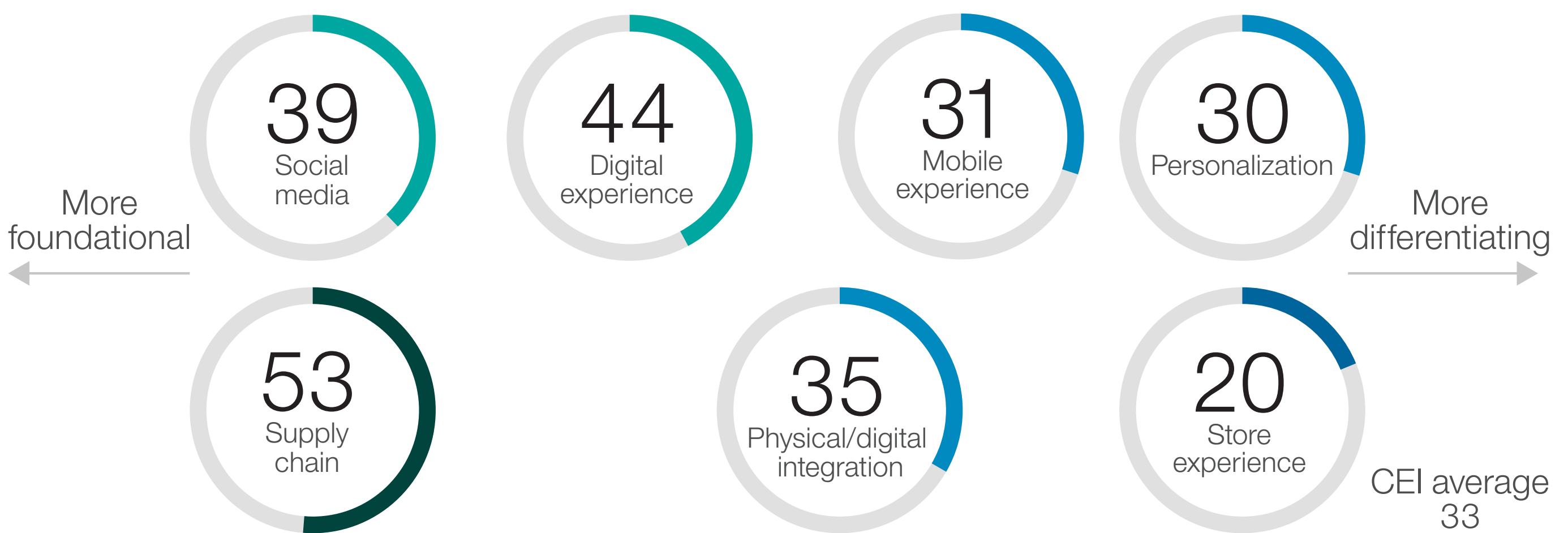
With so few brands pushing the boundaries of customer experience, their capabilities could lag behind consumer expectations

33 CEI average



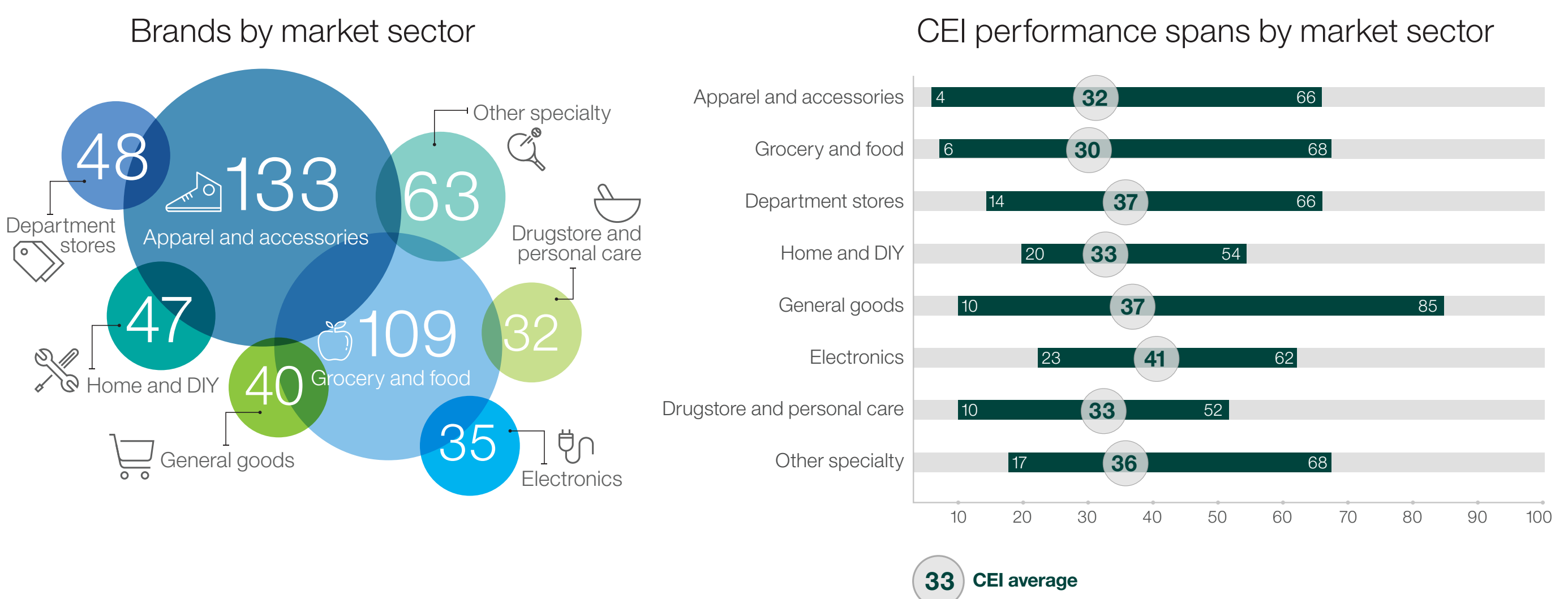
Attracting customers with a superior shopping experience

The capabilities through which brands can differentiate themselves are the same ones with which they struggle. Personalization, mobile experience and especially the store experience will be key battlegrounds for tomorrow's shoppers.



If you're not leading, you're falling behind

There is a significant spread between the high and low scores within each market sector. Leaders will continue to push the experience bar higher and pull further ahead of the pack.



To learn more, visit:

ibm.com/business/value/cxindex2017