

# PREDICTIVE ANALYTICS: IMPROVING THE CUSTOMER EXPERIENCE

Leading indicators that you are delivering a great customer experience:

**1** Improved customer retention rates

**2** Improved customer lifetime value

Predictive analytics, by turning data into actionable insights, allows everyone from the sales desk to the contact center to deliver an experience that keeps customers coming back.

## Predictive Analytics Enable Better Interactions With Customers

PREDICTIVE ANALYTICS USERS ACHIEVE:

**38%**

greater annual improvement in **employee engagement rate**

**74%**

greater annual improvement in **first contact resolution rate**

**4.6x**

greater annual increase in overall **sales attainment of quota**

Sure, I can fix this right now!

## Customers Experience the Difference

PREDICTIVE ANALYTICS USERS ACHIEVE:

**58%**

greater annual improvement (decrease) in **average handle times**

Wow, that was so quick and easy!

**91%**

greater annual improvement (decrease) in **customer effort scores**

users: **11%**

non users: **5.8%**

How likely are you to recommend us?

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**22%**

greater annual improvement in **NPS scores**

## Customers Stick Around & Increase their Spend

PREDICTIVE ANALYTICS USERS ACHIEVE:

**27%**

greater retention of their **clientele**

users: **10.3%**

non users: **5.6%**

**84%**

greater annual improvement in **customer profit margins**

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users: **20.2%**

non users: **10.2%**

**98%**

greater annual improvement in **customer lifetime value**

Wouldn't you want to know when you are at risk of losing a customer? Or how you might get a customer to spend more with your company? Predictive analytics unlock these insights, making it possible to minimize customer churn while building customer relationships that last.

Put the insights yielded from predictive analytics into action and your satisfied customers will repay you with loyalty and referrals.

To learn more,

[Read the Full Report](#) ▶