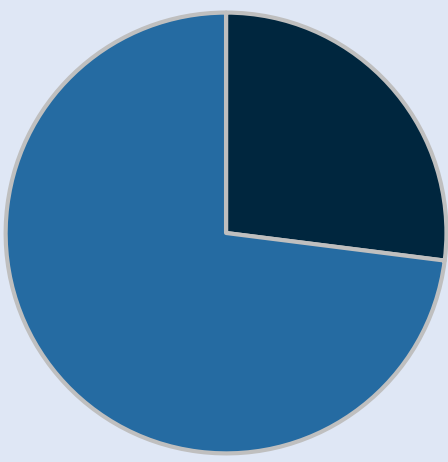


# THE NEW CUSTOMER EXPERIENCE

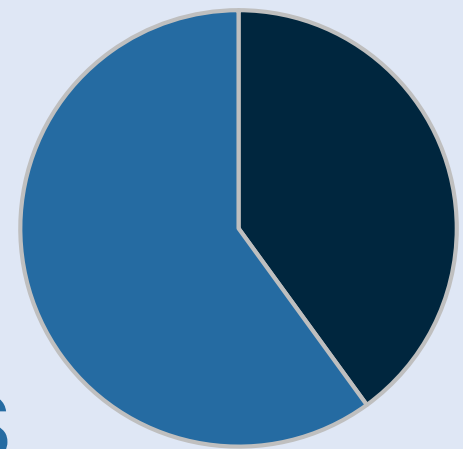
The modern consumer expects an Amazon-like experience from all their favorite businesses, regardless of industry or size. Failure to deliver could drive your customer straight to your competitor.



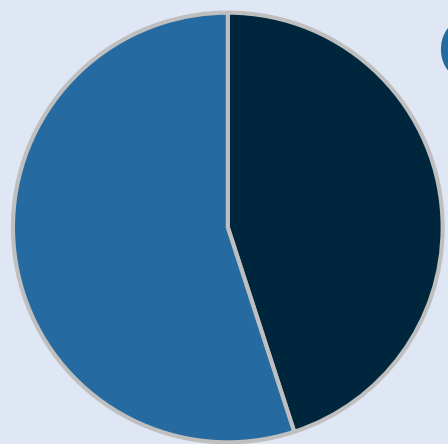
**73% OF CONSUMERS** consider **EXPERIENCE** an **IMPORTANT FACTOR** in their purchasing decisions.

Source: [PWC](#)

**60% OF CONSUMERS** would consider buying insurance from providers **OTHER THAN INSURANCE COMPANIES.**



Source: [Accenture](#)



**Over 50% OF CONSUMERS** would **SWITCH BRANDS** if a company doesn't anticipate their needs and expectations.

Source: [Salesforce](#)

**1/3 OF CONSUMERS** would consider **BUYING INSURANCE** through an online provider such as **GOOGLE or AMAZON.**



Source: [Accenture](#)

✓ **WIN**

**American Express** transformed its customer experience and found a 400% increase in customer retention.

Source: [PWC](#)

✗ **LOSS**

**Blockbuster** has declared bankruptcy after failing to respond to changing consumer demands.

Source: [Business Insider](#)



Learn More at [OneIncSystems.com](http://OneIncSystems.com)

#### Sources:

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- [https://www.accenture.com/t0001010IT000000Z\\_w\\_/gb-en/\\_acnmedia/PDF-50/Accenture-Distribution-Marketing-Survey-Insurance-Report.pdf](https://www.accenture.com/t0001010IT000000Z_w_/gb-en/_acnmedia/PDF-50/Accenture-Distribution-Marketing-Survey-Insurance-Report.pdf)
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