



**360**  
Reimagine Marketing

Creating opportunities  
with the “new” digital  
customer

experience 2030 **sas**



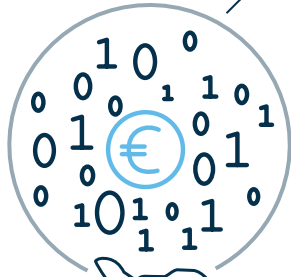
of customers started using a digital service/app for the first time since lockdown

.....

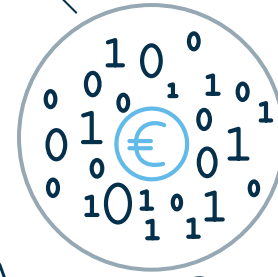
**How are you updating your CX for them?**

# SAS research reveals half will trade data for price & product benefits

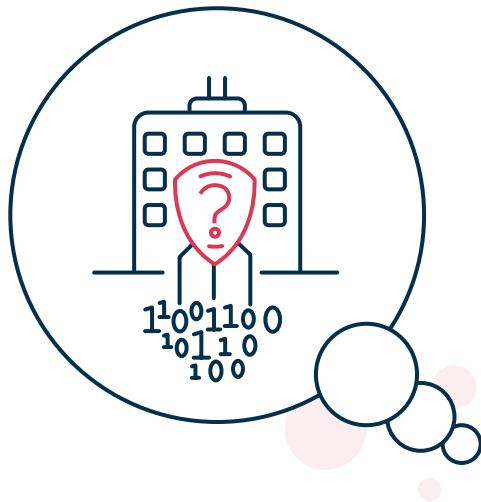
49% Trade data  
for free products



50% Trade data  
for better paid products



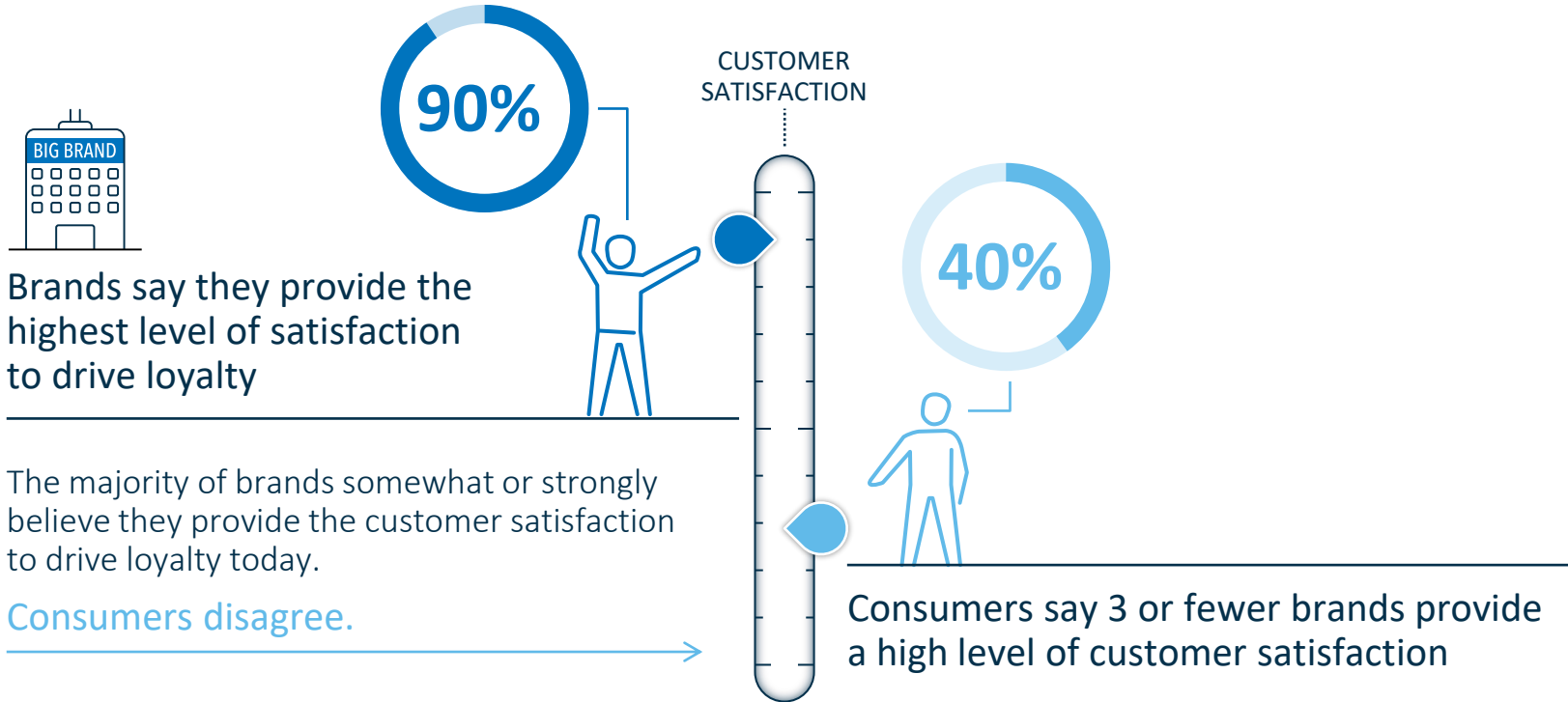
## SAS research reveals majority of customers have issues with Digital Trust & Data



67%

Are concerned  
with the way  
data is used  
by brands

# Loyalty in the digital age





experience  
2030



customers would ditch  
companies after a single  
poor customer experience

**The time to improve your CX is now**

## 1 Cheap prices are losing their appeal

Customers will pay more money to organisations that provide a good customer experience



of customers labelled customer experience as **more important** than low prices and discounts

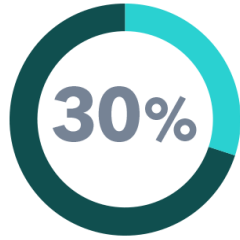
↑↑↑ of customers put price in their top 3 factors for a good customer experience **before** COVID-19

had it in their top 3 **after** COVID-19; **A DROP OF 3%**

of customers would pay more to buy/use products and services from businesses that provided them with a good customer experience during COVID-19

## A platform to build from

Improvements in the customer experience over lockdown and a new pool of digital customers gives business opportunity



of customers noted an improvement in the customer experience over lockdown



70%

of customers who started using a digital service/app for the first time intend to keep using it moving forward