



# ANNUAL CUSTOMER EXPERIENCE SURVEY RESULTS

Every year, we survey our clients annually to know if we are meeting expectations, providing the expected value of service, and learn where we can invest in improvements.

These results are not only critical to us for developing strategies for service delivery, but also identify trends regarding customer experience management. This infographic highlights some of the key results. Enjoy!

## INVESTMENT

**28** PERCENT PLAN INCREASES IN BUDGET

## CUSTOMER EXPERIENCE

**65** PERCENT INDICATE THEIR CUSTOMERS' EXPERIENCE WITH THEIR BRAND HAS IMPROVED

## PEOPLE

**9 OUT OF 10 CLIENTS** WOULD REFER US

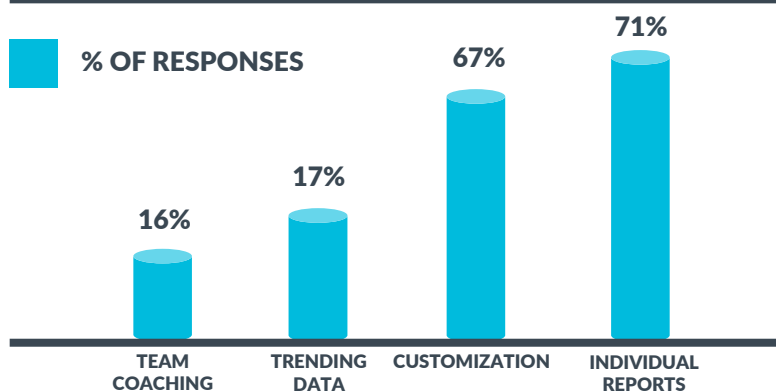
## REPORTING HITS THE TARGET

**100%** STATED REPORTING MEETS THEIR NEEDS

## GOT WHAT YOU NEED

**68** PERCENT REPLIED THEY HAVE THE TOOLS AND DATA TO STRENGTHEN THEIR BRAND

## OUR MVPs OF SERVICES



## FEELING THE LOVE

**88** PERCENT SAY WE ARE RESPONSIVE TO THEIR NEEDS

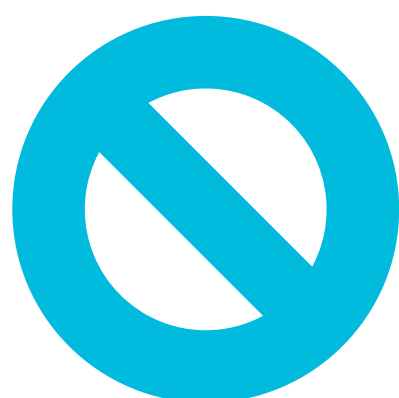
## BOOST IN BRAND REPUTATION



**300+** CLIENTS TRUST US WITH THEIR MYSTERY SHOP PROGRAM

Over three hundred clients across industries partner with us to uncover how and where to strengthen their brands throughout the nation. We deliver results through tailored programs designed to meet the specific goals of each customer.

To learn more about the 360 Intel Advantage, go to <https://go.360intel.com/advantage>



**NOT JUST MYSTERY SHOPPING**

A mystery shop program is the foundation to learn how your brand is delivering on its promise to customers. To create a true 360-degree view, you need to capture data across all touch points with customers. Building on your mystery shop program with feedback surveys, field audits, or brand reputation management services gives you the tools you need to successfully ensure amazing customer experiences.

To learn more about additional services, go to <https://www.360intel.com/additional-services>