



Raise the bar with MaritzCX benchmarking studies

If you could ask your competitors questions, what would you want to know? Do you think that they would answer? With CXStandards, you can bypass the competition and find out from the customers themselves. Go beyond your industry and compare against different industries vying for your customers' attention and wallets.

HOW CAN CXSTANDARDS BENEFIT YOU?

All of this adds up to better decision making. CXStandards provides you with objective and customer experience benchmark data to ensure you don't just make decisions, but make the right decisions.

Greater Accuracy

Our data is focused on recent transactions and not general experience; your customers' recent experiences are in sharper focus, which means the feedback you receive is far more accurate. Plus, our rigorous methodology ensures sample representativeness to provide you objective, reliable benchmark data.

Broader Perspective

Our solution has core metrics that span across a broad range of industries allowing you to judge your performance against best-in-class companies in other industries.

More Relevance

We provide core metrics plus specific attributes tailored to your category and questions to help you understand types of transactions in your industry.

Increased Actionability

CXStandards provides transaction-based ratings, rather than just overall ratings, which provides more detailed analysis to help you be more prescriptive. We also provide drivers of satisfaction by industry segment, so you know what's most important to your customers and how to drive overall performance.

About CXStandards

We collect data on a continuous basis and deliver quarterly benchmarks for 37 categories of customer experience activity across these industries:

- Banking
- Auto
- Mortgage
- Investments
- Insurance
- Shipping
- Wireless
- Television
- Retail
- Online Retail
- Restaurants
- Utilities
- Airlines
- Healthcare
- PC Manufacturers
- Mobile Device Manufacturers



Visit www.maritzcx.com to learn how our CXStandards benchmarking studies help you understand how you stack up to competitors and other industries.

To demo a product or to contact MaritzCX call

North America +1 385.695.2800 | maritzcx.com | Asia Pacific +61 (2) 8397 8131 | maritzcx.com/au | UK & Ireland +44 (0)1494 590 600 | maritzcx.co.uk | Germany +49 (0)40 369 833 0 | maritzcx.de

MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingrain customer experience intelligence and action systems into the DNA of business operations. For more information, visit www.maritzcx.com.