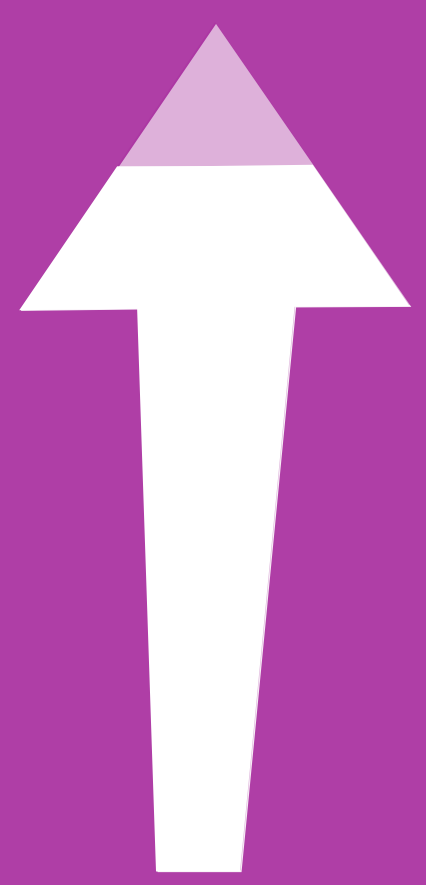


The Case for a Simple, Secure & Compliant Customer Experience

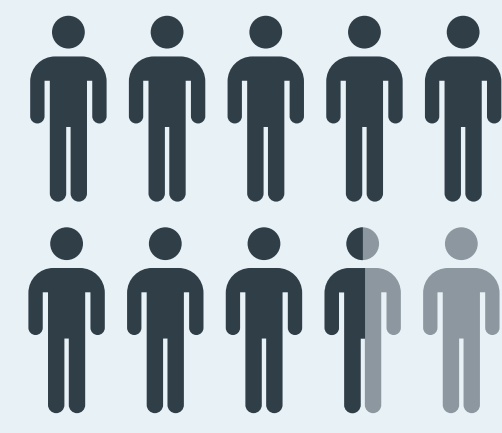
Easy, frictionless, and secure experiences for customers and employees are the key to success in regulated industries. But don't just take our word for it. Below are statistics from around the web highlighting the importance of satisfying your customers, simplifying processes, and doing so securely and compliantly.



81%

of companies list **customer experience** as a **competitive differentiator**. (PRNewswire)

84%



of consumers are **more loyal** to companies with **strong security controls**. (Salesforce)

(Salesforce)

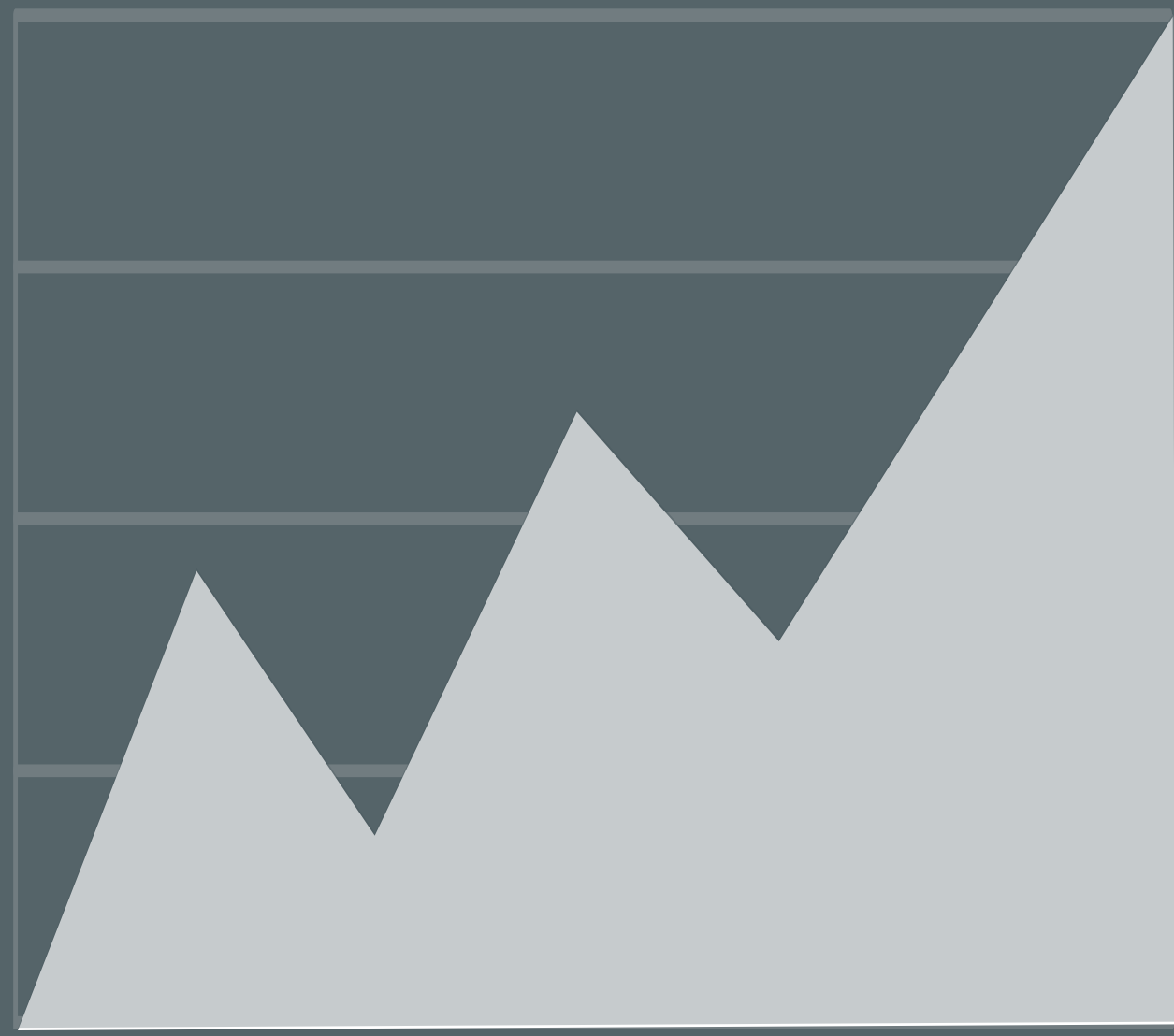


73%

of consumers cite **good experiences** as critical to **brand loyalty**. (PwC)

(PwC)

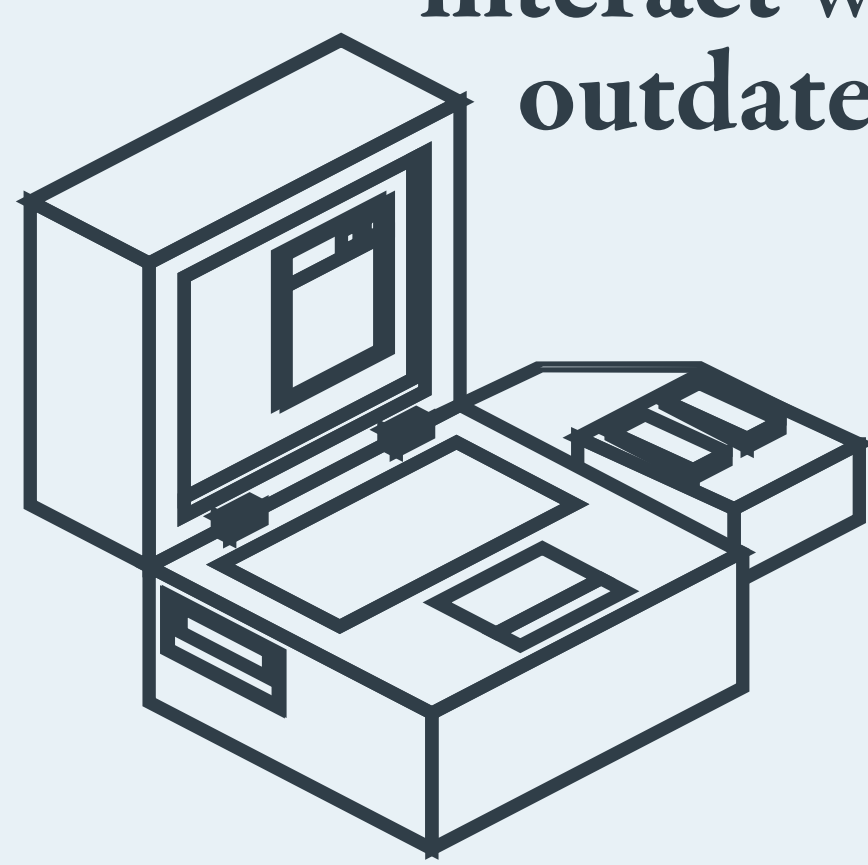
Enterprises earning **\$1 billion** per year can anticipate an additional **700 million** within **3 years** of investing in and improving customer experience. (Temkin Group)



“

Forrester's Customer Experience Index indicates that the **top 20% of brands for CX** also showed **higher stock growth** and **higher total returns** than brands that don't commit to a CX initiative.”

(CustomerThink)



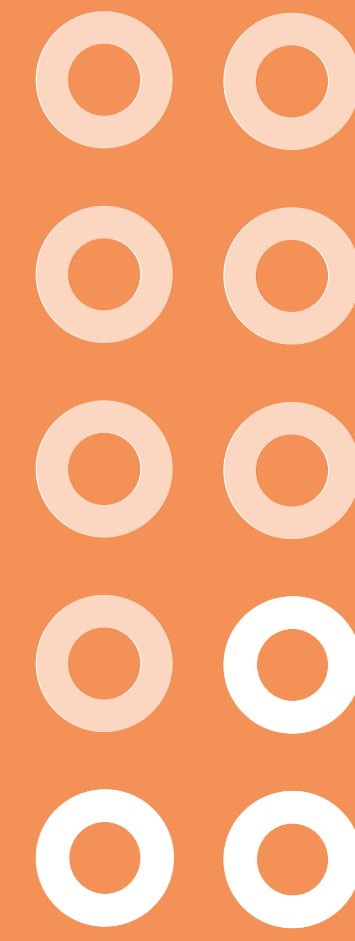
How **businesses interact** with customers is **outdated**. According to

55%

of consumers. (Acquia)

(Acquia)

70%



of Americans have **spent more money** to do business with a company that **offers good service**. (American Express)

(American Express)



77%

of IT professionals say their organization has **no enterprise-wide cybersecurity incident response plan**. (IBM)

(IBM)

Investor interest and **competitive advantage** are benefits that

97%

of companies see from **investing in privacy**. (Cisco)

(Cisco)



64%

of Americans, in the event of a breach, would **blame the company** for the loss of personal data, **not the hacker**. (RSA)

(RSA)

What Can You Do?

Simple and secure experiences are important for maintaining brand loyalty, increasing revenue, protecting your reputation, and remaining compliant. To evaluate where your organization stands on these items, look at these three areas of your business:

1. Customer Experience: Look at your customer's current experience with you. Is it simple or are there barriers impeding their experience? Learn what your customers are saying about your organization and the experience you offer.

2. Internal Processes: How easy are your internal processes? Are there points where employees drop off from protocol? Find these pain points causing inefficiencies and plan to resolve them.

3. System Security: What solutions are currently in place for system security? Do you employ a zero-trust model? Search for gaps both in your security procedures and the ones your vendors have in place. Close these gaps before they're exploited.

Sources:

<https://www.ringcentral.com/us/en/blog/customer-experience-statistics/>
<https://www.revechat.com/blog/customer-experience-trends/>
<https://www.forbes.com/sites/blakemorgan/2020/06/22/50-stats-showing-why-companies-need-to-prioritize-consumer-privacy/>
<https://customerthink.com/dont-let-compliance-kill-cx/>

Learn More About How the Secure Message Center Can Help

Reach out to our team of experts at DataMotion.com/contact-sales/



DataMotion, Inc.



@DataMotion

DataMotion