

Deliver on Customer Expectations: CX Trends by the Numbers

Today's consumers value customer experience and corporate responsibility more than ever before. They expect retailers to anticipate and meet their diverse needs. Sell modern consumers on your brand and gain competitive advantage with retail's latest must-have: inclusive, accessible service.

Customer Service Counts

88%

of consumers now say experience is as important as products/services
[Salesforce, 2022]

97%

of customers say customer service accessibility is an important factor in brand loyalty
[Microsoft, 2020]

72%

of customers tell others about a positive customer experience
[Salesforce, 2018]



Customer Values

Purpose-driven consumers — who choose brands based on values — are the largest consumer segment at
[NRF 2022]

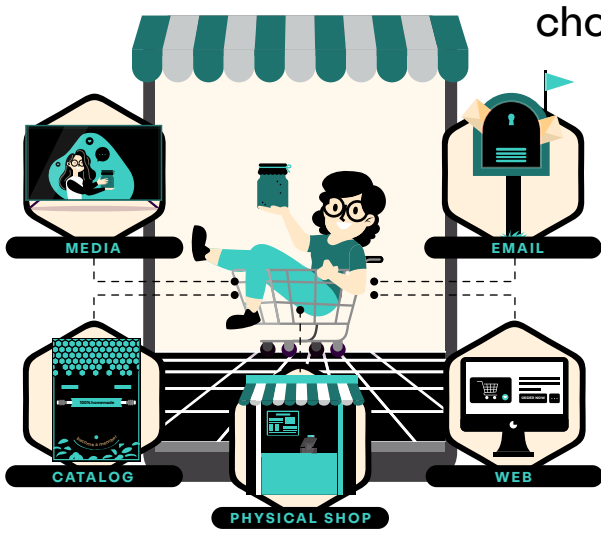
44%

Buying from businesses that promote diversity and inclusion is important for
[Kantar, 2022]

59%
of consumers

Consumers say they're likely to spend more money in inclusive retail environments
[SLD, 2023]

73%



Dollars and Sense

Inclusive retailers who turn purpose-driven customers into brand advocates averaged

7.9%

annual revenue growth

VS

-2.1%

annual revenue growth

for retailers with brand advocacy and low inclusion, 2019–2021
[Bain & Company 2023]



Companies that prioritize inclusion report up to

30%

performance increase
[Gartner, 2020]

The U.S. Deaf and hard-of-hearing community has

\$86 billion

in disposable income
[AIR, 2018]



Winning Over Workers

83%

of Gen Z talent says commitment to inclusion is important in choosing where they work
[Monster, 2020]

260%

more likely to increase employee engagement and retention if an organization promotes DEIA
[Bersin, 2021]

81%

lower absenteeism for companies with engaged employees
[Gallup, 2020]



Offer an accessible retail experience with on-demand ASL interpreting on iOS and Android devices to connect Deaf, hard-of-hearing, and hearing staff and customers — anytime, anywhere.

[Start your Sorenson Express trial now!](#)

Sorenson is a leading global language services provider and the world leader in communication tools for Deaf and hard-of-hearing people. Through the power of language, we connect diverse people and enrich lives.