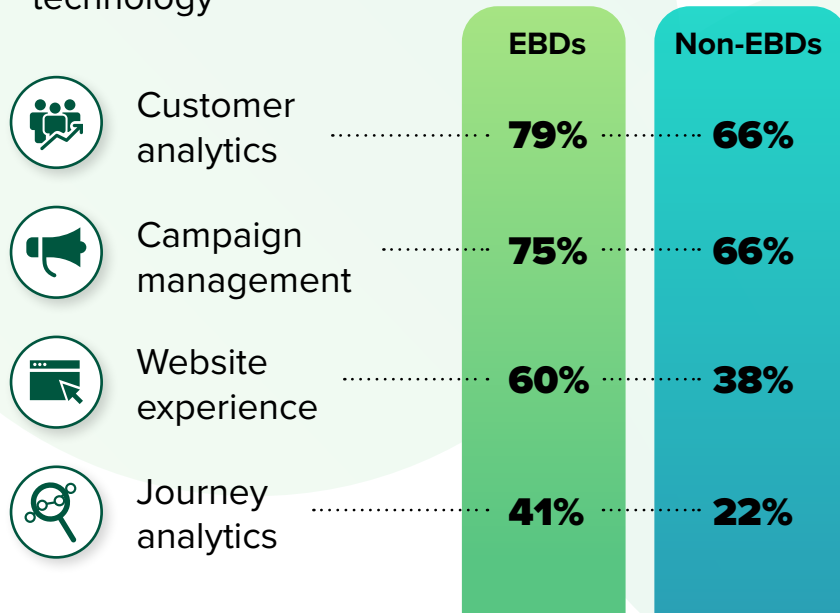


The ROI Of Experience

How experience-driven businesses create better customer experiences and outperform competitors

EDBS INVEST MORE BROADLY IN CX INITIATIVES

Not all brands are investing equally across people, processes, and technology



AI IS DISRUPTING TRADITIONAL CX DELIVERY, DISCOVERY, AND RESULTS

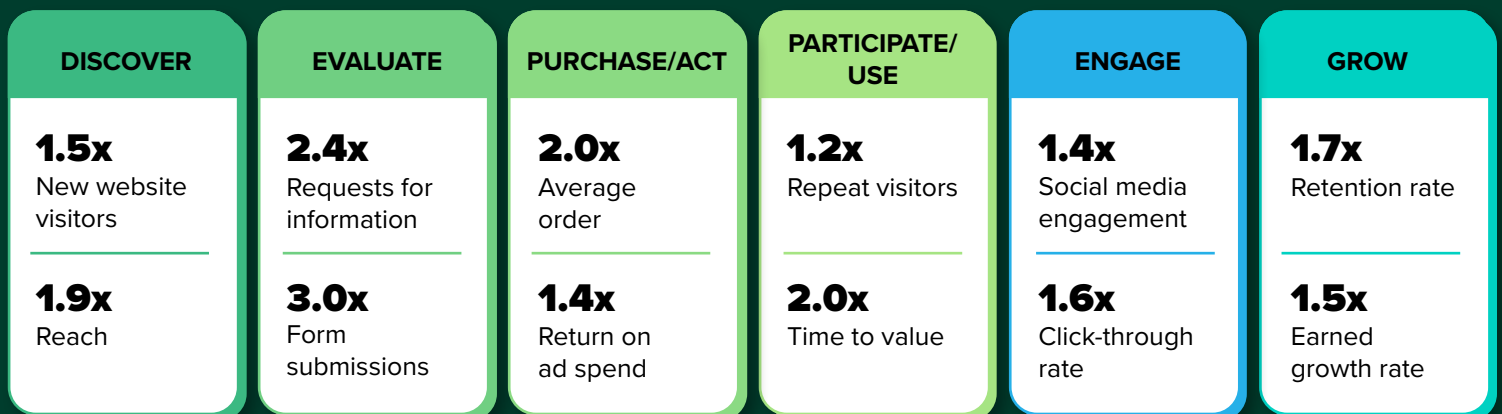
74%

Experience-driven businesses that are investing in AI to improve digital business and customer self-service



INVESTING IN CX DRIVES BETTER PERFORMANCE ACROSS THE CUSTOMER LIFECYCLE

EDBs experienced more growth in revenue (1.2x) and CLV (1.4x) than non-EDBs



Base: 415 marketing, CX, and digital business decision-makers at the manager level or higher with responsibility for CX technology decisions and metrics development at their organization
Source: Forrester's Q1 2026 ROI of CX Survey E-66763

[Read the full study](#)