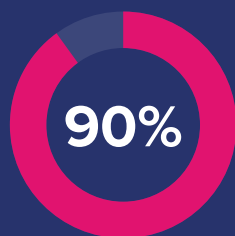


# CRITICAL CX STATS FOR 2020

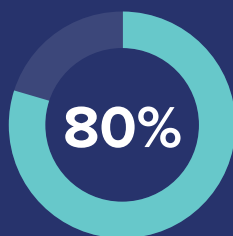
Acquia  
EXPERIENCE DIGITAL FREEDOM

Acquia surveyed 6,613 people from around the world — 6,013 customers and 600 marketers. Here's what we found.



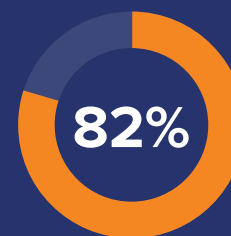
***Convenience is the experience all customers want.***

90% of customers say, "When I engage with a brand online, I expect a convenient experience."



***Customers expect and reward personalization.***

80% of customers say, "I would be more loyal to a brand that showed they really understood me and what I was looking for."



***Customers expect technology to improve CX.***

82% of customers say, "Technology should make my online experiences with brands better."

## Marketers need to get better at personalization

60%

of customers say, "I often feel that brands who should know me, don't know me very well."

60%

of customers say, "Brands do not do a good job using my personal preferences to predict my needs."

## Technology ≠ Automation, Customers want "a human touch"

85%

of marketers say, "A human touch is needed, in addition to technology, for a positive customer experience."

## More personalization doesn't mean more ads

77%

of customers say, "Brands should not be able to use my personal data to send me more marketing messages / advertisements."



For a deeper dive, visit [Acquia.com/CX](https://Acquia.com/CX)