

THE AUSTRALIAN DIGITAL EXPERIENCE

WHAT WE DID

WE ASKED AUSTRALIAN CONSUMERS ...



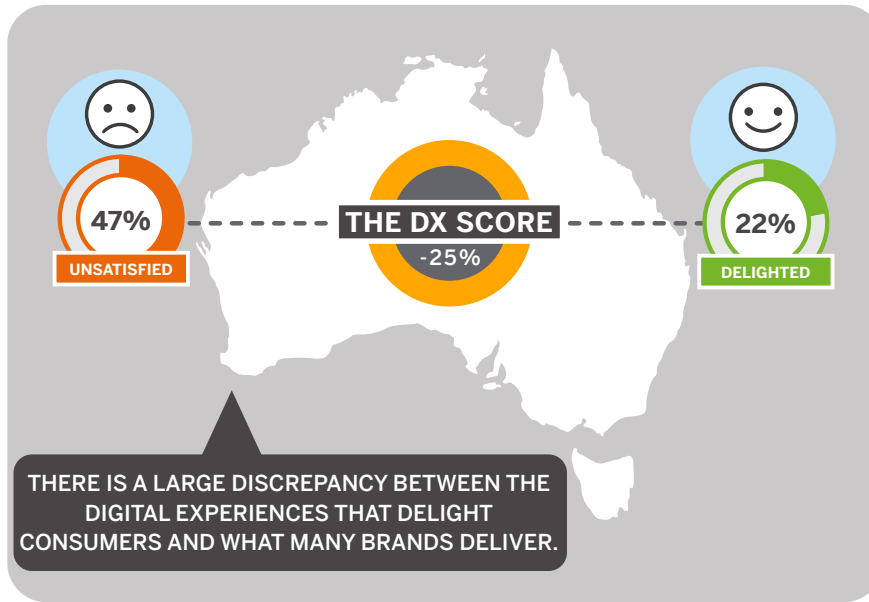
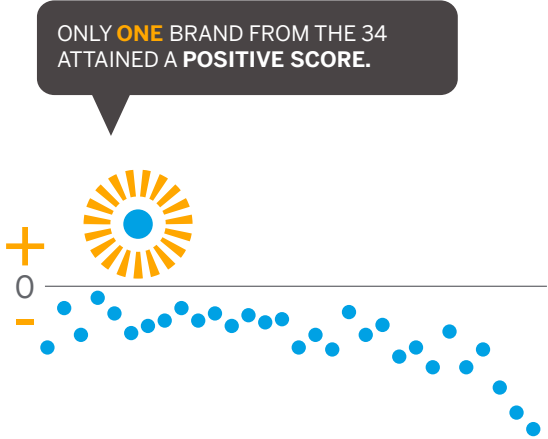
ACROSS SIX INDUSTRIES ...



HOW THEY SCORE THE DIGITAL EXPERIENCE



WHAT WE FOUND



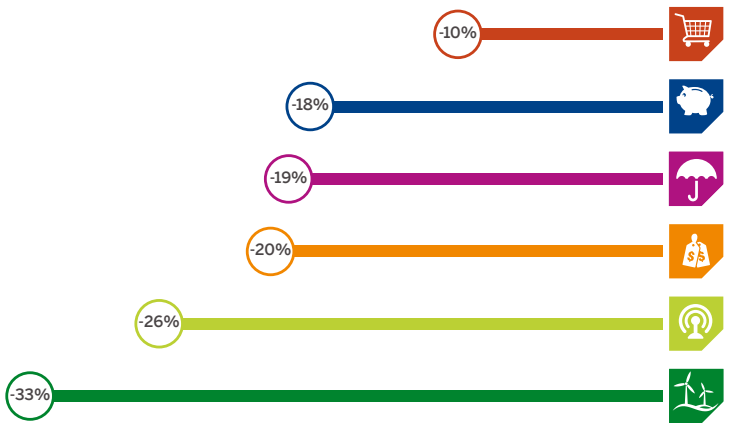
DELIGHTED CUSTOMERS ARE 4X MORE LIKELY TO STAY LOYAL



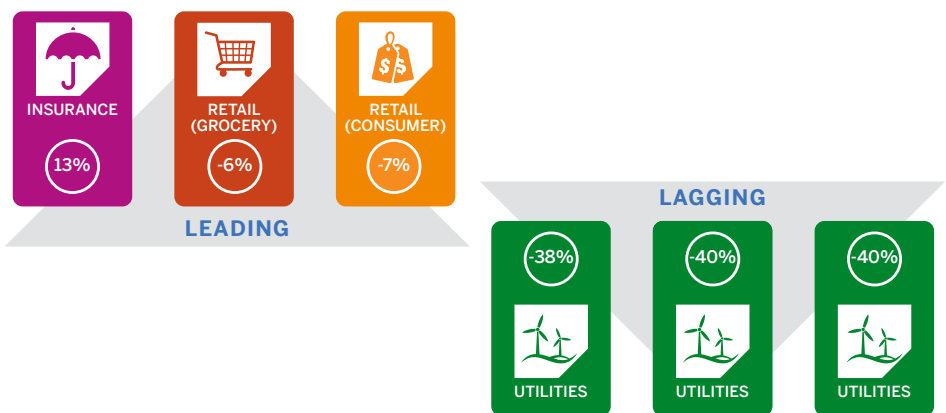
4 OUT OF 5 UNSATISFIED CUSTOMERS WILL GO ELSEWHERE



DX SCORE BY INDUSTRY

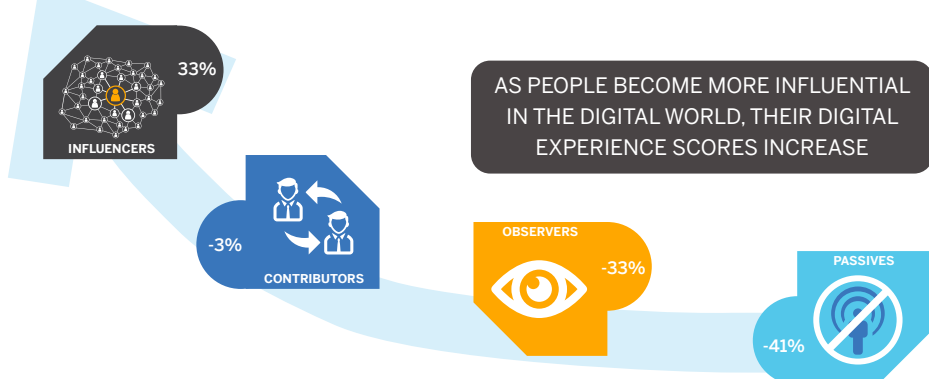


HOW BRANDS PERFORM

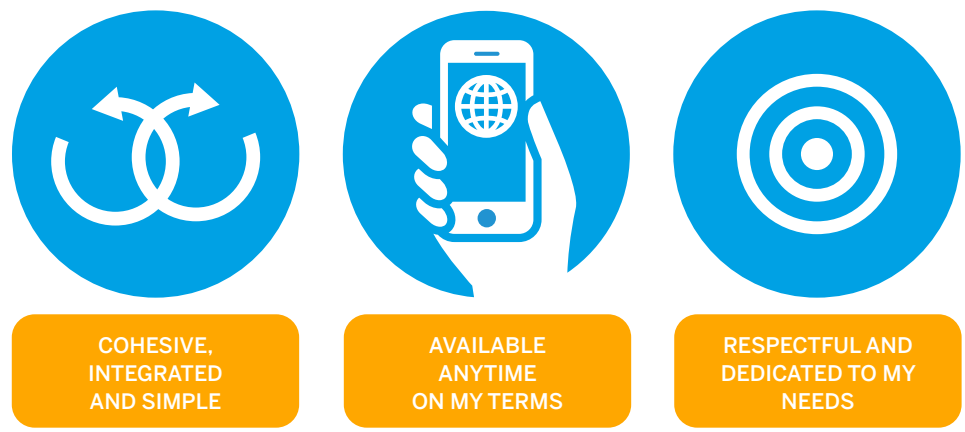


DX SCORE AND INFLUENCE

DX SCORE BY INFLUENCER SEGMENT



WHAT'S IMPORTANT



WHAT BRANDS CAN DO



KNOW YOUR CUSTOMER



ENGAGE YOUR CUSTOMER



To learn more, read the full report at www.sap.com/australia/ausdxr
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