

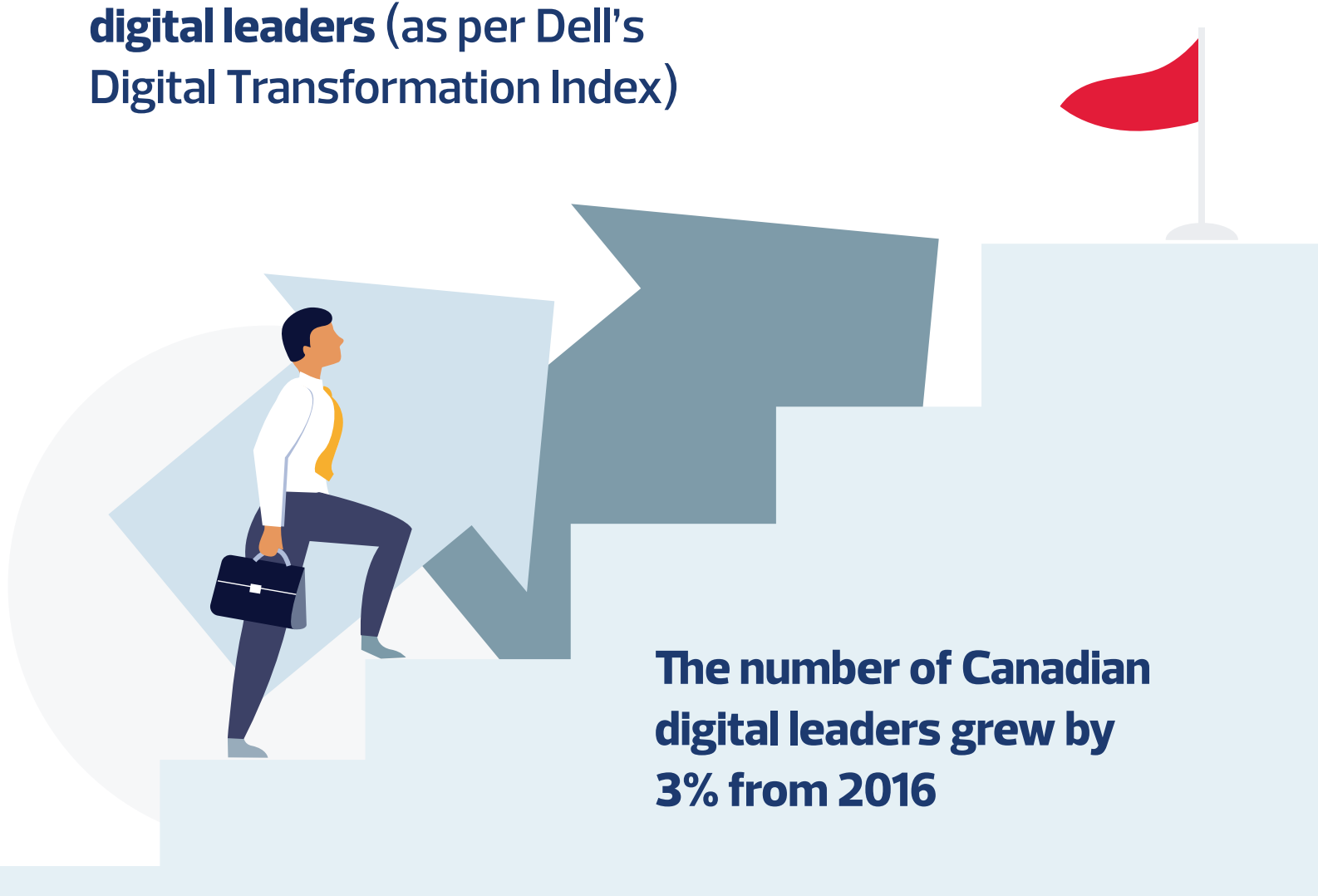
# HOW IMPROVING THE DIGITAL CUSTOMER EXPERIENCE CAN GROW REVENUE



In 2019, the customer experience is becoming more digital and more immediate, with AI managing more customer interactions than ever before.

## IN CANADA, FIRMS ARE MOVING TOWARD DIGITAL MATURITY – BUT SLOWLY

Just 6% of Canadian companies are considered digital leaders (as per Dell's Digital Transformation Index)



The number of Canadian digital leaders grew by 3% from 2016

## ARE CANADIAN COMPANIES MOVING FAST ENOUGH TO MEET CUSTOMER EXPECTATIONS?



More than half of customers expect customer service to respond to them within 1 hour – even on weekends

# 79%

of millennials are more willing to purchase products from brands with a mobile customer service portal



## CUSTOMERS KNOW A GOOD MOBILE EXPERIENCE WHEN THEY SEE IT

# 60%

of companies think they're offering a good mobile experience



Only **22%** of customers agree

## IMPROVING CUSTOMER EXPERIENCE THROUGH AI AND DIGITAL TRANSFORMATION

By 2021, AI will manage 15% of all customer service interactions – 5 times as many as in 2017

56% of CEOs said digital improvements have led to revenue growth



Visit [CDW.ca/digitaltransformation](http://CDW.ca/digitaltransformation) to learn how you can transform your customer experience through a customer-centric approach to IT.



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