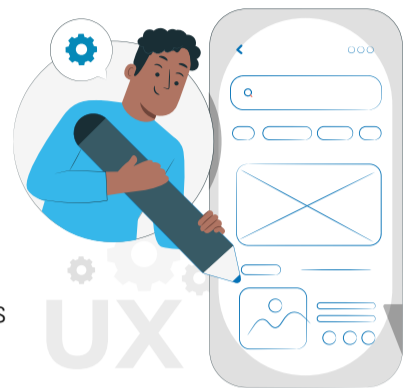


UX VS CX: WHICH ONE TO FOCUS ON?

User Experience (UX) and Customer Experience (CX) are heavily impacting the B2B space, but what backs this statement? Let us witness some insights to establish common ground before getting biased toward one.

USER EXPERIENCE (UX)

- Research shows that, on average, every \$1 invested in UX brings \$100 in return. That's an ROI of a whopping 9,900%. (Forrester)
- Software development companies allocate 20% of their total budget to UX design. (Creative.onl)
- Forrester Research reported that a well-thought-out, frictionless UX design could potentially raise conversion rates up to 400%.



CUSTOMER EXPERIENCE (CX)

- Creating a more personalized customer experience is the top opportunity, according to 51% of marketing professionals. (SmarterHQ)
- 61% of consumers will pay at least 5% more if they know they'll get a good customer experience. (Emplifi)
- 81% of organizations cite CX as a competitive differentiator. (Dimension Data)



Although these stats are enough to prove that UX and CX are equally in demand these days, it is crucial to know the similarities between the two to not get confused.

SIMILARITIES BETWEEN UX AND CX

ITERATIVE PROCESS: UX and CX involve an iterative design process that is continuously refined based on feedback and data with an understanding of the target audience and their preferences and behaviors.

DATA-DRIVEN: Both of these need study of consumer comments, behavior, and metrics to improve the experience and rely on data to drive choices and quantify success.

CROSS-FUNCTIONAL: Customer service, design, development, marketing, and other departments must work together to provide a positive customer and user experience, which can increase customer retention and loyalty.

It must be noted that UX and CX are not totally exclusive and might overlap. The major differences between the two can captivate your mind!

NICHE/CATEGORY	USER EXPERIENCE (UX)	CUSTOMER EXPERIENCE (CX)
KEY FACTORS	Usability, simplicity of use, efficiency, learnability, and satisfaction.	Brand perception, loyalty, retention, satisfaction, and Net Promoter Score are all factors (NPS).
TOOLS AND METHODS	User research, usability testing, prototyping, personas, and user flows.	Customer journey mapping, surveys, customer feedback, Voice of the Customer (VoC) initiatives, and NPS surveys.
GOALS	UX aims to enhance consumer happiness while utilizing a product or service.	CX guarantees to enhance the customer's overall perception of the brand and boost the business.

Now that the similarities and differences are crystal clear, marketers are well equipped with the right information to choose between UX and CX that shall enhance their business. For some companies, using both can bring marvels too!

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