

Don't "set it and forget it"

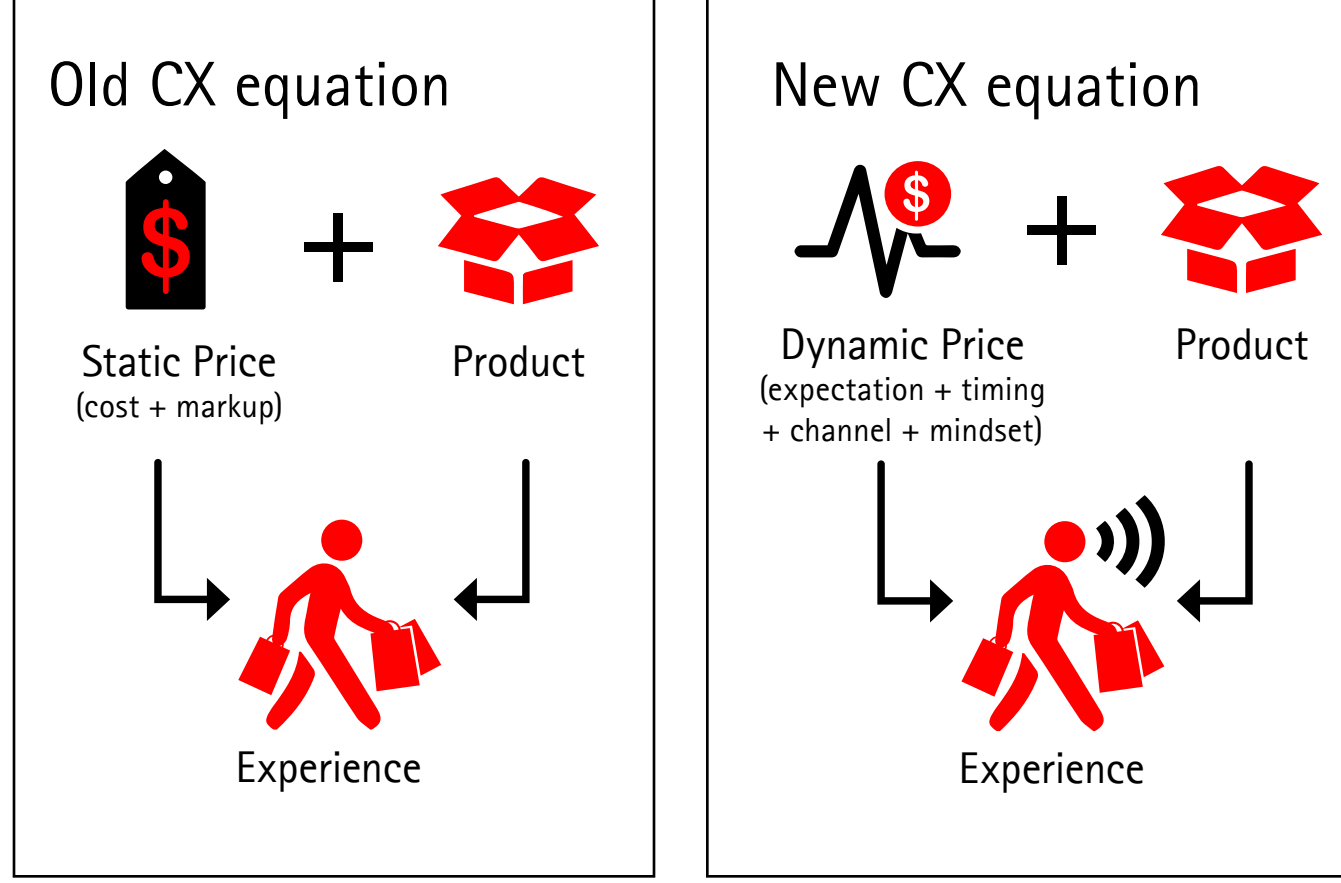
Customer experiences are changing.

The static price factor.

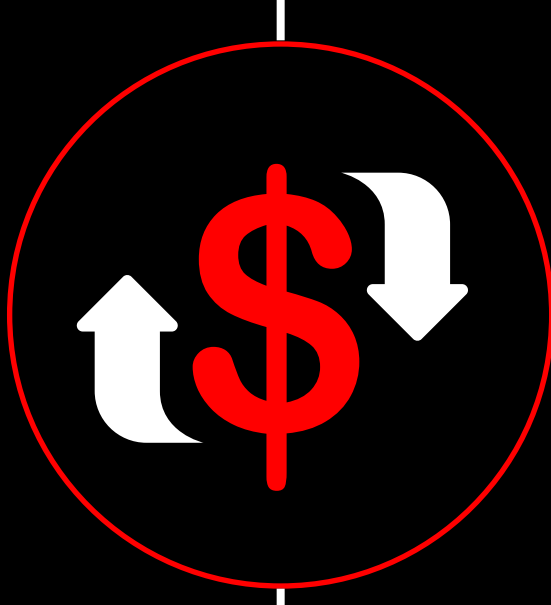
In recent years, companies have invested significantly to deliver a better customer experience (CX) than their competitors. But most have overlooked the one factor that influences CX the most: price.



A new equation for personalized dynamic pricing.



Digital has illuminated the fact that experiences are shaped by other fluid and unpredictable factors such as customers' methods of interaction or their expectations or mindset at the point of purchase. In this more liquid sales environment, the old experience equation no longer holds.



Prices can — and should — be considered as fluid as any other factor that influences the experience.

Yet, many leaders don't know how to activate the dynamic pricing lever.

86%

86% of businesses agree that a differentiated customer experience is important.

23%

Only 23% achieve strong returns from their CX initiatives.

Savvy leaders are taking notice.

They are recognizing that dynamic pricing can make the connection with experience even stronger.



60%

60% of consumers are willing to pay a higher price if it ensures higher levels of product options or quality.



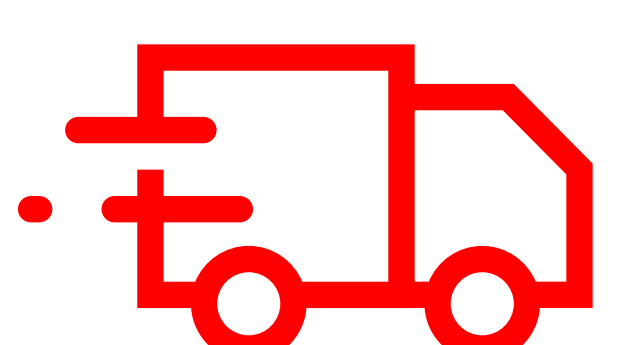
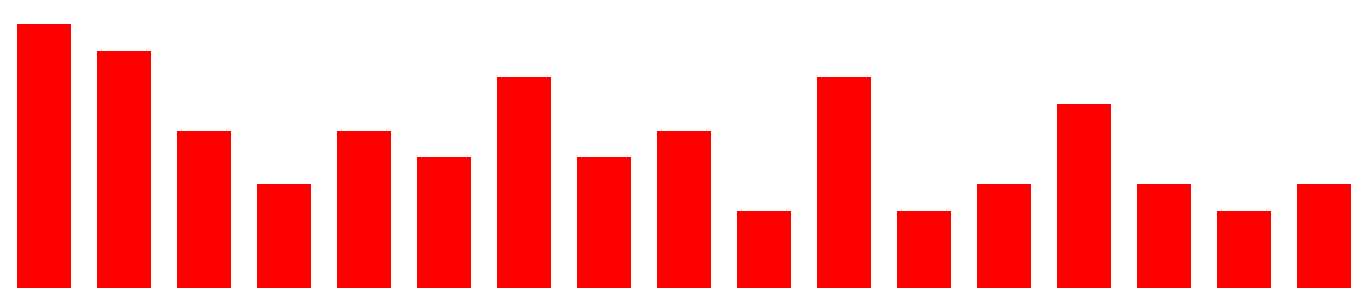
Two-thirds have made it clear that they won't sacrifice quality and service for price.



A focus on channels.

With pricing that accurately and fairly reflects the value of the customer's shopping experience in all channels, smart companies are creating mutually beneficial outcomes. They are competing in new ways and using customer affinity to drive growth.

Physical store experiences



Same-day delivery

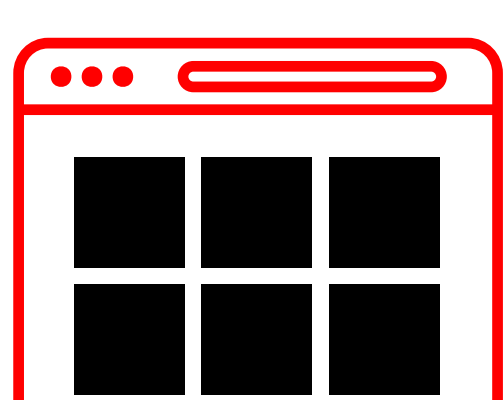
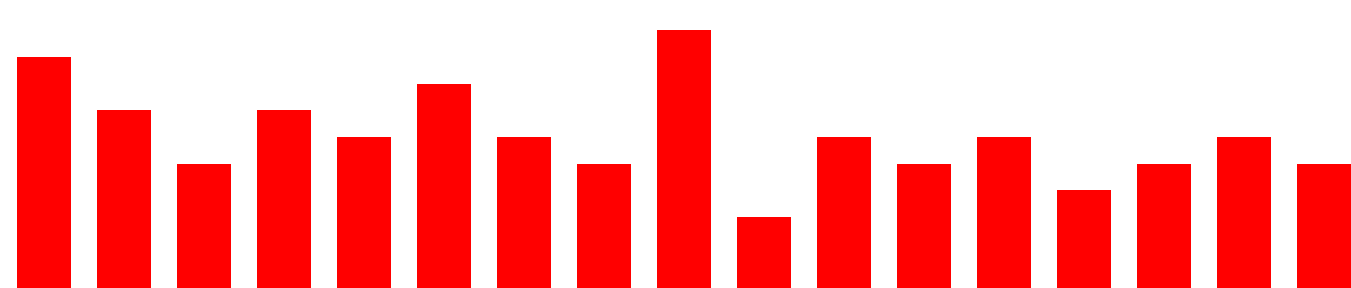


On-site advice from knowledgeable associates

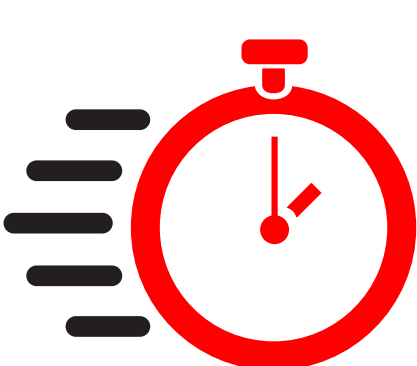


In-store price negotiations

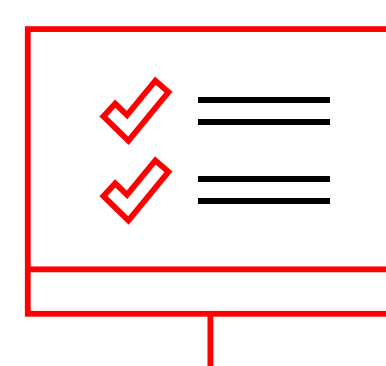
Online experiences



More product choices



Convenience



Reliable product availability