



Forrester's CX Index Ranks The Brands That Deliver The Best Customer Experience

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CAMBRIDGE, Mass.--(BUSINESS WIRE)--Apr. 20, 2015-- Improving the customer experience is a strategic priority for 73% of businesses, yet only one percent of companies deliver an excellent customer experience, according to the [2015 Forrester Research Customer Experience Index](#)™.

Based on a survey of 46,000 consumers, the [CX Index](#) measured and ranked approximately 300 large US brands, across 17 industries, on the quality of their customer experience. USAA is ranked number one. Other companies among the top 15 include (in alphabetical order): Ally Bank, Amazon.com, Charles Schwab, Discover, Edward Jones, Etsy, HSN, JetBlue Airways, Lexus, Navy Federal Credit Union, Newegg, PNC, QVC, and Zappos.com.

"The emotion that an experience elicits influenced loyalty in nearly every industry," [said Megan Burns](#), Forrester Research principal analyst serving customer experience professionals. "And making customers feel valued is the holy grail of CX emotions. Customer experience leaders made customers feel valued almost twice as often as CX laggards did."

About The Forrester CX Index

Forrester's CX Index is the market's leading customer experience measurement and decision tool. The CX Index gives companies the ability to measure the quality of their customers' experience and connect those measures to actions and results. The CX Index allows business leaders to:

- Measure the quality of experience and current loyalty levels.
- Identify the unique drivers that shape your customers' experiences.
- Model different actions to predict their impact on CX.
- Deploy a decision framework to produce the greatest return.

In 2015, the CX Index will evaluate more than 900 brands in North America, Europe, and Asia-Pacific.

Learn more about the Forrester Research Customer Experience Index at forr.com/cxindex.

About Forrester Research

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