



Forrester Releases Canada 2016 Customer Experience Index Scores, Reveals a Year of Stagnant CX

September 29, 2016

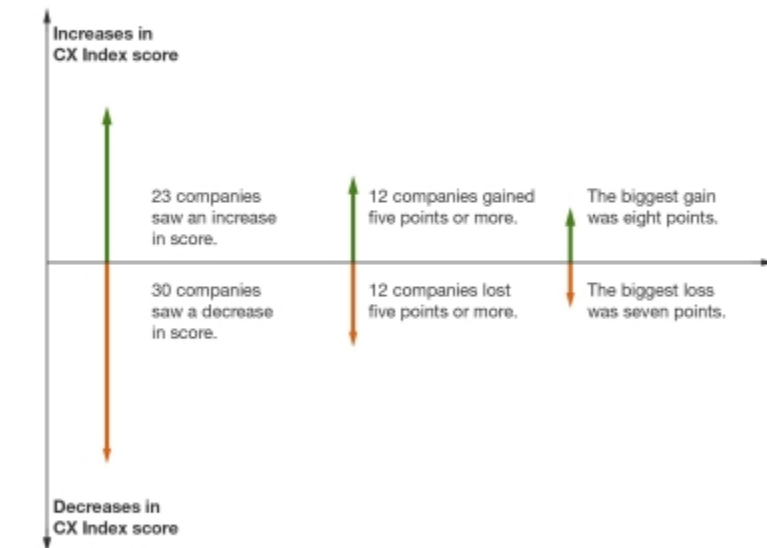
CAMBRIDGE, Mass.--(BUSINESS WIRE)--Sep. 29, 2016-- Despite Canadian companies' drive to improve customer experience (CX), their efforts are not fully paying off, according to [Forrester's Canada 2016 Customer Experience Index \(CX Index™\)](#). Of the 15 industries ranked, more brands' scores fell than rose, and only a quarter of brands' scores changed at all.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160929005883/en/>

FORRESTER DATA

Score Changes Were Remarkably Minimal In Forrester's Canada CX Index, 2016

The Canada Customer Experience Index, 2016



Base: 74,379 Canadian online adult customers (ages 18+) of at least one industry who interacted with that industry within the past 12 months (bases vary by industry)

Source: Forrester's Customer Experience Index Online Survey, Canada Consumers 2016

132162

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Based on a survey of nearly 75,000 Canadian online adult consumers, Forrester's Canadian CX Index measures and ranks close to 200 Canadian companies across 15 industries to identify how leading brands stack up based on the customer experiences they provide.

Most notably, the Canada CX Index found that traditional industries now perform as well as, or better than, their digital competition. For example, traditional banking firm ATB Financial scores higher than its competition in the direct banking industry. Additionally, traditional retail and TV providers are ranked evenly with digital retail and OTT services, respectively.

"It's not surprising to see that traditional players are gaining CX traction on digital disruptors," Rick Parrish, principal analyst at Forrester, said. "While most digital companies that start out with a customer-obsessed mindset have trouble staying focused on CX as they grow, many traditional companies understand their CX weaknesses. Because of that, they're able — and willing — to work systematically to improve their CX management maturity. This year's CX Index data makes that clear."

Forrester's CX Index also reveals the CX elite — companies that rank in the top 5% for CX quality across all industries. The companies that made Canada's CX Index 2016 best-in-class list include the following (in alphabetical order): ATB Financial, CAA Insurance, Chapters/Indigo, Desjardins, Fairmont Hotels & Resorts, Hampton Inn & Suites, Mountain Equipment Co-op, Newegg, Videotron, and Well.ca.

[Contact us](#) to learn more about how Forrester's CX Index can help your business.

About Forrester's CX Index

Forrester's CX Index is the most complete and powerful CX tool in the market today. The CX Index gives businesses a deep and actionable understanding of the quality of their customers' experiences, competitive benchmark data so business and technology leaders know how they stack up against their peers, and the ability to model which improvements will have the biggest impact on revenue.

For more information, please visit forr.com/cxindex.

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights and frameworks are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, consulting, events, and exclusive executive networks and programs, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160929005883/en/>

Source: Forrester

Forrester

Jennifer Isabella, 617-613-6132

Director, Marketing

jisabella@forrester.com

press@forrester.com