

# THE NEW STANDARDS for ENGAGEMENT

AS REPORTED BY 8,000 CUSTOMERS WORLDWIDE

Key findings from Salesforce's  
"State of the Connected Customer" report

## EXTRAORDINARY EXPERIENCES RAISE THE BAR FOR BUSINESSES



**54%** say companies need to transform how they engage with them

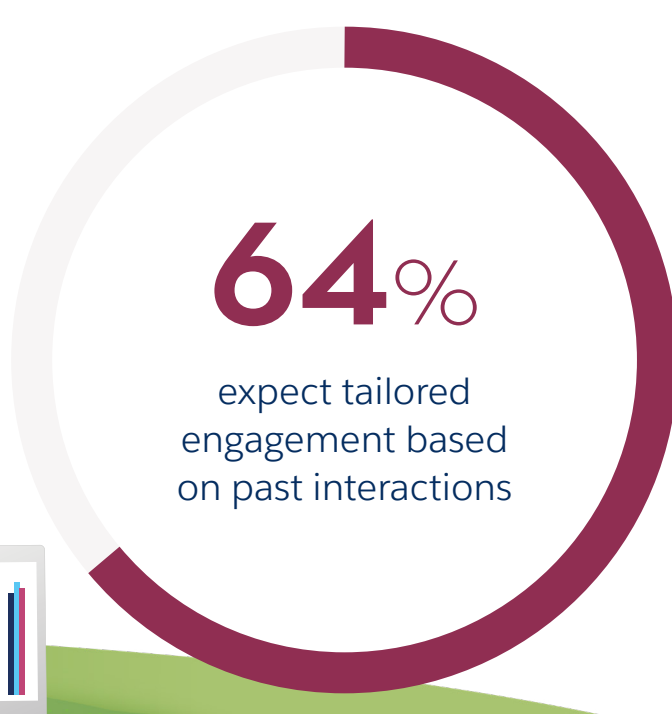
**73%** say one extraordinary experience raises their expectations of other companies



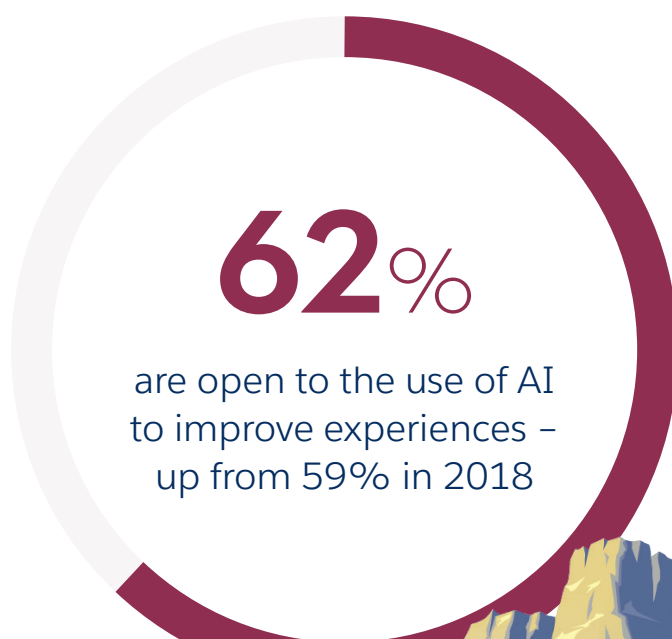
## CUSTOMER JOURNEYS ARE FRAGMENTED, YET CONNECTED ENGAGEMENT IS EXPECTED

**78%** prefer different channels depending on context

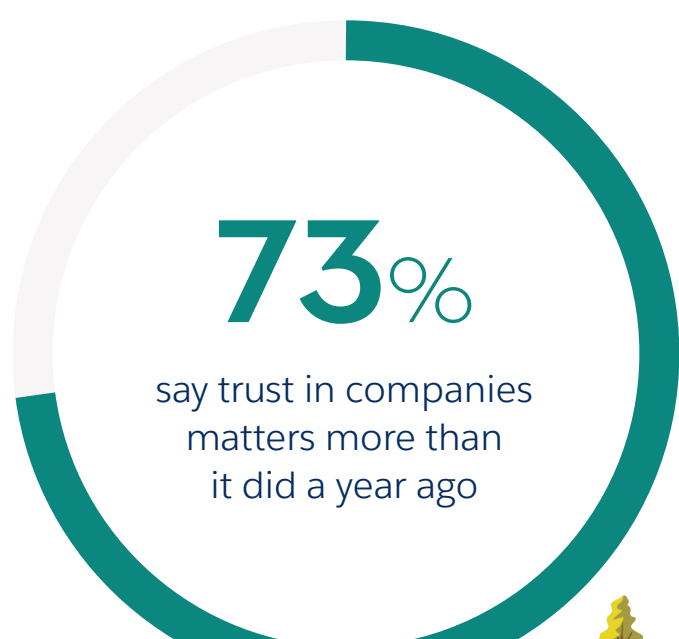
**64%** have used multiple devices to start and complete a transaction



## CUSTOMERS ARE SHIFTING THE DIGITAL TRANSFORMATION PLAYBOOK



## CUSTOMER TRUST IS BOTH CRITICAL & ELUSIVE



**63%** think most companies aren't transparent about how they use their data

**65%** have stopped buying from companies that did something distrustful



## CORPORATE VALUES SWAY BUYING DECISIONS

**65%** actively seek to buy from environmentally sustainable companies

**56%** actively seek to buy from philanthropic companies



To see all the trends transforming customer engagement in 2019, check out the full "State of the Connected Customer" report:

[salesforce.com/connectedcustomer](https://salesforce.com/connectedcustomer)

