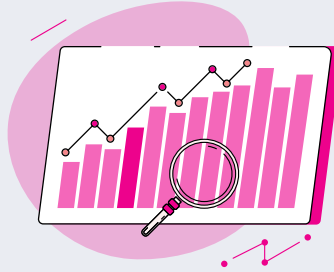




Why Customer Satisfaction is **Key** ?

In 2025, MCommerce payments will reach

\$3.1 trillion



Companies that earn \$1 billion annually can expect to earn an additional **\$700 million** within 3 years of investing in customer service.

DCB market growth forecast - (10% annual growth from \$49 billion in 2019 to \$79 billion in 2024)



A satisfied client can bring an average of 5 to 6 **new clients**



64% of people say that customer care is more important than the product itself.



Digital Virgo's anti-fraud solution help our carrier partners increase their revenue by

115% in 9 months



Adaptation plays a **key role** in user satisfaction

Every dollar spent on website localization yields **\$25 in return**



What customers are looking for in DCB :



Clear information in the purchasing process



Secure environment when making payments



The quality of customer service



A service that is fully aligned with their expectations

Source : Lola Dubois in Pulse Blog, December the 20th, 2019, <https://www.kpulse.fr/blog/conseils-pratiques/quel-est-l-impact-de-la-satisfaction-client-sur-la-rentabilite-de-votre-entreprise>. Source : Gartner report, quoted by Jérémy Gallemard in Smart Tribune, <https://blog.smart-tribune.com/fr/qualite-service-client-branding>

Source : Rightnow Customer Experience Impact report, quoted in "Le self-care en interne pour booster sa relation client", report from Smart Tribune.

Source : Streamlining global content management and localization WEM White Paper https://www.transperfect.com/sites/default/files/TDC_Adobe_WEM_White_Paper.pdf