Consumers Will Pay More for Experiences. This Chart Shows It

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As a business that helps the world’s top companies manage their customer experiences, it’s no surprise that Qualtrics builds its own unique experiences as well. Attendees of our annual Brandweek summit got a front-row seat as the Qualtrics Dream Team went out of its way to fulfill the wishes of event attendees.

So what’s the data driving this billion-dollar company? And why is the customer experience more crucial than ever?

A few minutes into his 13-minute Brandweek keynote, Qualtrics executive vice president Kelly Waldher shared a chart that showed how consumers are spending more on experiences, with no sign of letting up.

His advice to marketers: “If you’re not competing on experience, it’s a race to the bottom.” Watch our video of his speech for more insights.

https://www.adweek.com/digital/consumers-pay-more-experiences-qualtrics-chart/