



Jamie Anderson

President, Global Field Operations

UserTesting



Jamie Anderson

President,
Global Field Operations



The Experience Gap

What Brands Miss—and Why It Matters Now More Than Ever



The Shifting Customer Landscape



The screenshot shows the top of a news article from The Economic Times. The header includes the site's name, navigation links, and a promotional banner. The article title is prominently displayed in the center, with a blue arrow pointing to it from the top right. Below the title is a synopsis section on the left and a bar chart on the right.

THE ECONOMIC TIMES News
English Edition | Today's ePaper

My Watchlist | Subscribe | Sign In
BIG Price Drop Offer: 40% OFF!

Home | ETPrime | Markets | Market Data | **News** | Industry | Small Biz | Politics | Wealth | MF | Tech | AI | Careers | Opinion | NRI | Panache | Videos

India | IPL 2025 | Web Stories | Economy | Politics | Newsblogs | Elections | Defence | International | More

Business News > News > International > US News > Why is U.S. consumer confidence plunging to its lowest since 2021? Inflation fears, tariffs, and economic uncertainty raise concerns

Canada Polls >> **Mark Carney's Liberals projected to win election upended by Trump: Report**

Why is U.S. consumer confidence plunging to its lowest since 2021? Inflation fears, tariffs, and economic uncertainty raise concerns

Synopsis
Consumer confidence in the U.S. saw its biggest monthly decline since August 2021, dropping to 98.3 in February 2025 from 105.3 in January, as inflation fears and tariff concerns rattled households. The Conference Board's report highlighted a rise in 12-month inflation expectations to 6%, making consumers more cautious about spending. Stock markets reacted negatively, with the S&P 500 falling 0.9% and the Nasdaq dropping 1.8%. If confidence continues to weaken, it could slow down retail sales and

U.S. Consumer Confidence



Month	Consumer Confidence
Jan 2025	105.3
Feb 2025	98.3
Mar 2025	98.3
Apr 2025	98.3
May 2025	98.3
Jun 2025	98.3
Jul 2025	98.3
Aug 2025	98.3
Sep 2025	98.3
Oct 2025	98.3
Nov 2025	98.3
Dec 2025	98.3



Welcome to the Experience Economy

COMPETING FOR CUSTOMER
TIME, ATTENTION,
AND MONEY

THE EXPERIENCE ECONOMY

B. Joseph Pine II
James H. Gilmore

With a New Preface by the Authors

1998

(that's a long time ago!)

Experience is the Differentiator



Cumulative 16 Year ROI

CX Leaders

534.5%

S&P 500 Index

273.8%

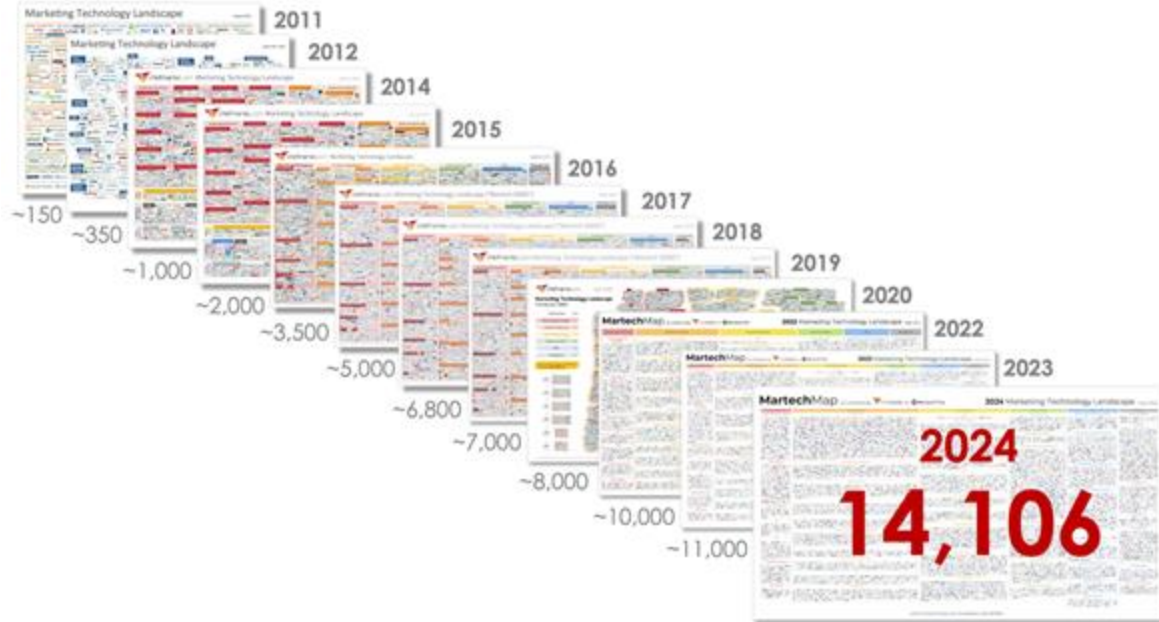
CX Laggards

98.4%

Source:
Forrester's Customer Experience Index
Watermark Consulting, The 2023 Customer Experience ROI Study.
Stock Performance of Companies in Forrester's Customer Experience Index Over 16 Year Period.



The Experience Blind Spot



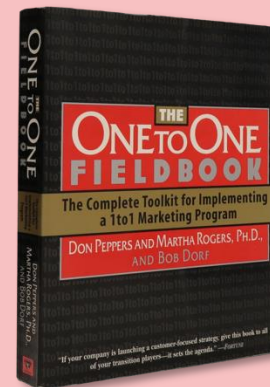


Jamie, Donald, Ian and Robbie told me nothing but pure nectar flows from your mouth when you're performing for 'Big Wednesday'.

Just as you have to nail the right notes when recording 'My Only Friend', CROs must be just as alert to drive retention + expansion revenue.

But, with over 3,000 customers and so much data, trying to drive upsells can feel like going on stage and Robbie's abandoned the guitar...

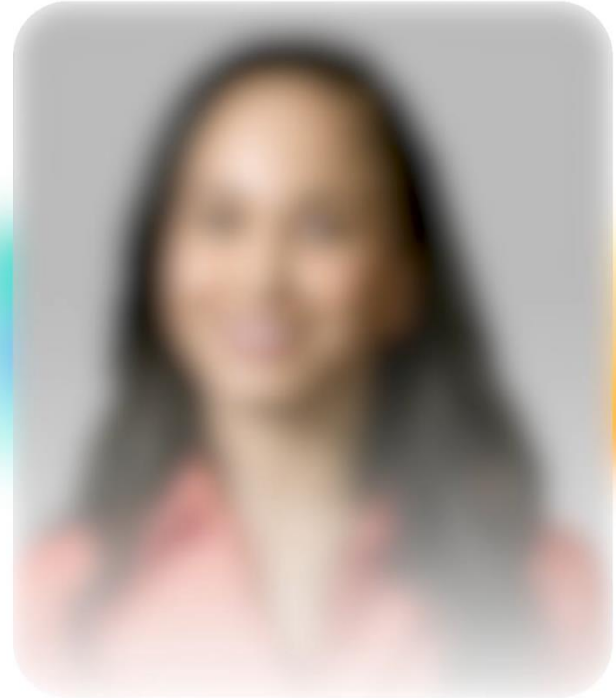
Gruelling for your reps - like non-stop 'Armrestling'.



Introducing the Experience Gap

87%

of companies believe
they provide excellent CX



Luxury COMFORT
Service  SPEED
Freshness

Data and Analytics



Reactive

Impersonal

Surveys

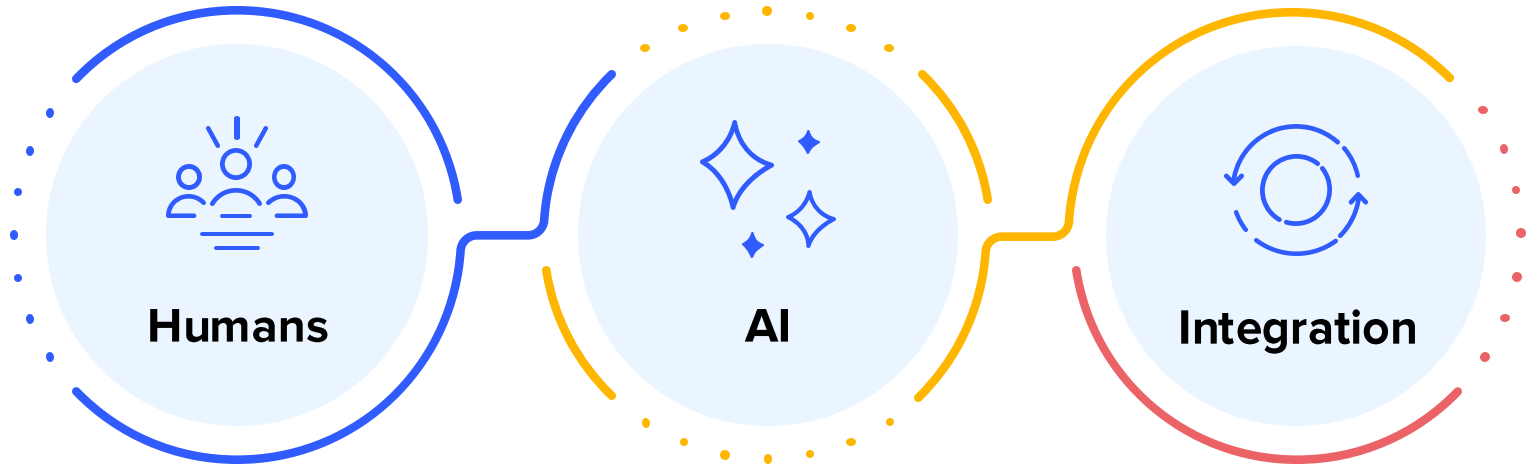


Focus Groups

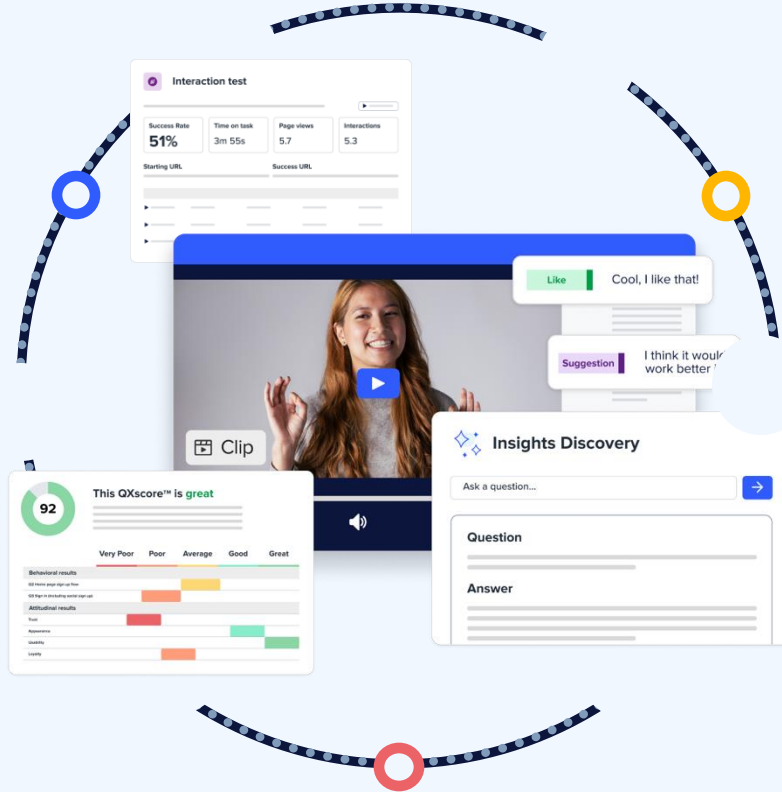


Not Scalable





**It's time to take a proactive, personal, scalable approach to
crafting exceptional customer experiences**



Human Insight as a Superpower



Validate
every decision with
confidence



Co-innovate at scale
and build better
ideas—together



Leap to the best
versions and find what
works—faster



Real Business Impact

Drive business growth

Walmart increased loyalty and conversion rates driving **13% increase in revenue from mobile purchases.**



Innovate faster

Microsoft accelerated their pace of innovation with a **5x increase in the speed of decision-making.**



Reduce cost

Kimberly-Clark moved away from traditional focus groups and **cut their product and experience testing costs by 30x.**

*** Kimberly-Clark**

Reduce risk

With over one billion app user sessions annually, Wells Fargo **reduced churn risk and increased CSAT scores by 20+ points.**

WELLS FARGO



**If the customer
is always right,
why don't we ask
them more?**

