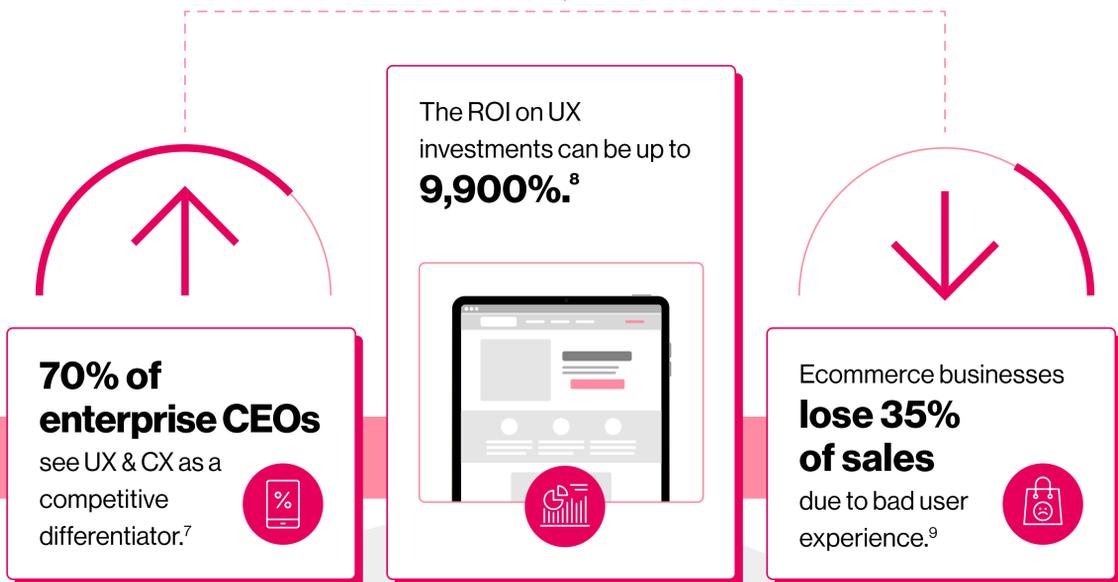
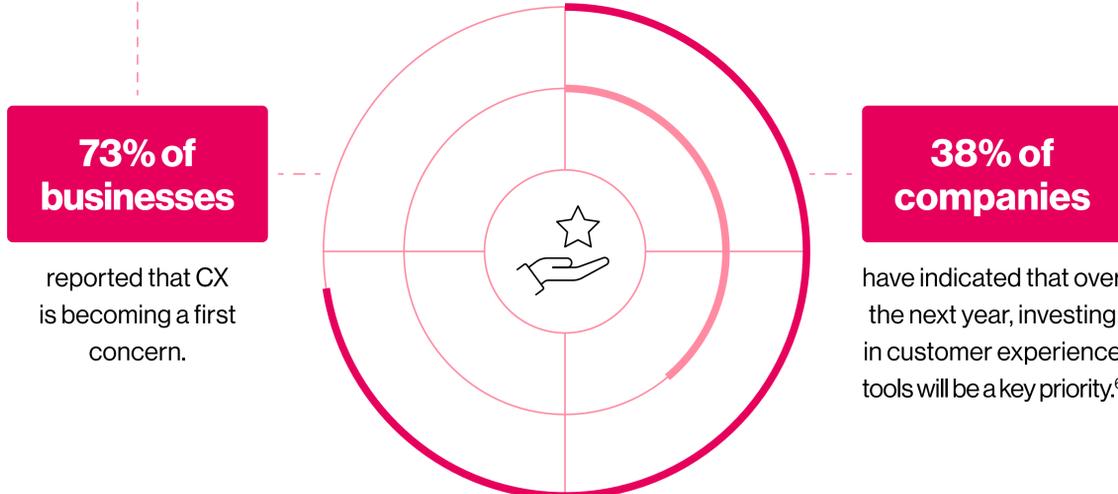
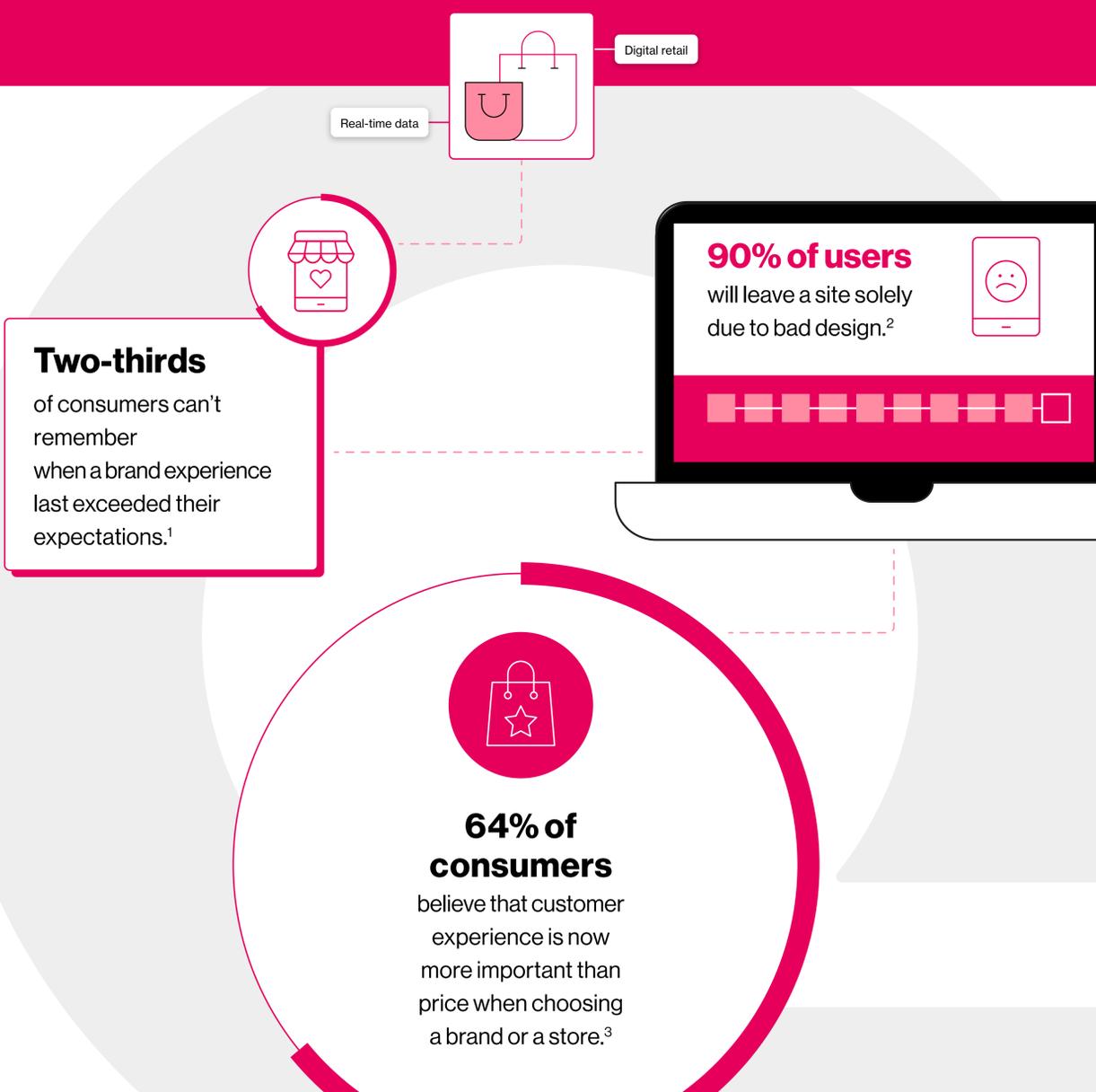


# The importance of CX and UX in digital retail.

During COVID, consumers started digitally shopping in traditionally store-led categories, like grocery and luxury. As part of this transition, brand loyalty has been eroded and consumers will now shop wherever their needs are best met. **So, how vital is customer experience (CX) and user experience (UX) in this changing environment? Well...**



## Make confident decisions with real-time customer data.

With Quantum Metric, your teams can pair qualitative customer feedback with quantitative analytics – enabling you to respond quickly, drive cross team alignment, and provide an unrivalled CX. With a 98% customer retention rate, our solution is proven to help you surpass your competition and generate long-term growth.

To see how you can put empathy and experience data at the heart of your products to create unrivalled customer and user experience:

[Watch a tour](#)

[Request a demo](#)

Sources: <sup>1</sup>MarTech Alliance | <sup>2</sup>TrueList | <sup>3</sup>Retail Times | <sup>4</sup>WebsiteSetup | <sup>5</sup>Forrester | <sup>6</sup>Mopinion | <sup>7</sup>MarTech Alliance | <sup>8</sup>TrueList | <sup>9</sup>Startup Bonsai