

The R34bn opportunity cost of online CX

Issued by [imagineNATION Alliance](#)

23 Oct 2019

The 2019 South African digital customer experience report

Amanda Reekie, the founding director of ovatoyou and imagineNATION Alliance, was commissioned by digital marketing agency, Rogerwilco, together with Certified Customer Experience Professional (CCXP) Julia Ahlfeldt to conduct a survey among South African consumers in Q3 2019 to better understand if a brand's digital CX can make or break a sale.

A 20-question survey was served to ovatoyou's panel of 18,000+ online South Africans through its App, website and social media platforms over the course of 14 days. 1,700 consumers completed the survey.

Read the full report on ovatoyou's website [here](#).

" Rich insights and data, the bedrock of any marketing strategy " 30 Jan 2023

" Why online is now an essential part of retailers' offline strategies " 24 Oct 2022

" #BizTrends2022: CX, disloyalty and lessons from the ice-cream shop " 14 Jan 2022

" #EcommerceDay2021: Are retailers scoring an own goal in online shopping? " 9 Mar 2021

" Pandemic 'jet fuel' for online retail " 29 Jan 2021

[imagineNATION Alliance](#)



imagineNATION Alliance gets you closer to your consumers and market through insightful research. We deliver marketing strategies that build strong, well-defined brands and assist you in putting those strategies into action.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>