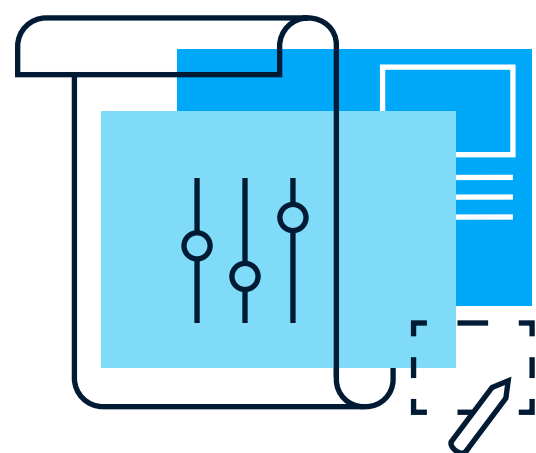


Customer Experience is the New Business Battleground

As the digital revolution continues to transform how businesses interact with their audiences, consumers are increasingly demanding new forms of empowerment. Companies must address these demands to craft a better customer experience, especially as more brands begin to engage their audiences through mobile channels.

Digital Customers Demand New Forms of Empowerment



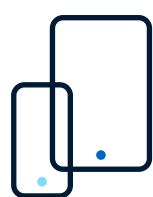
60%

value the ability to control and personalize their experience



40%

prefer to chat with businesses via text message and social media messenger



76%

prefer digital channels to communicate with businesses



50%

would strongly recommend a company if it has a mobile loyalty program that offers rewards

Customers Want Personalization



46%

would share personal information with a retailer or brand for better rewards



50%

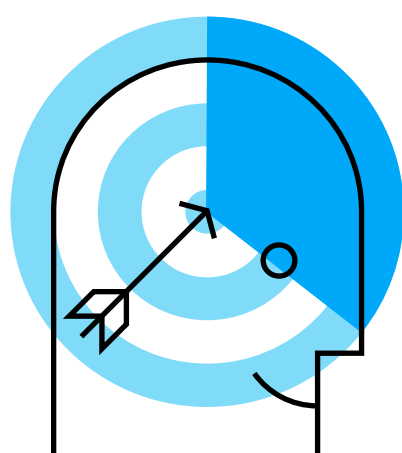
would strongly recommend a company to friends or family if it has mobile loyalty programs that offered personalized rewards



49%

would like to receive personalized information based on immediate location

Implementing Personalization Drives Results



34%

conversion rate when targeting visitors with industry specific content



30%

increase in revenue per visitor



50%

of users are adding profile and preferences for personalized offers

The Bottom Line

- ✓ Dynamic experiences drive revenue and top-line growth
- ✓ Cost reductions come with more intelligent automation
- ✓ Digital customers expect a frictionless customer experience across all channels

About Progress

Progress (NASDAQ: PRGS) is a global software company that simplifies the development, deployment and management of business applications on-premises or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership. Progress can be reached at <https://www.progress.com/> or 1-781-280-4000.