

# More than 2 in 5 consumers are ditching brands with bad CX

Article

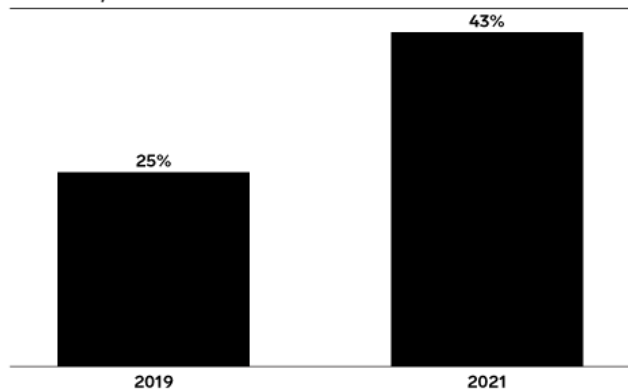
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This year, **43%** of consumers in the US and Canada said they've stopped doing business with companies that did a poor job personalizing the customer experience, up from just **25%** who said the same in 2019.

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**Consumers in North America Who Have Stopped Doing Business with a Company Because the Business Did a Poor Job of Personalizing the Experience, 2019 & 2021**

% of respondents



Source: Broadridge, "2021 CX Insights: Engaging the Savvy Consumer," March 3, 2021

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