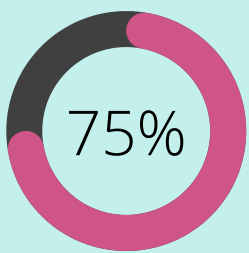


5 Critical Pain Points in the Purchase Path Solved with Customer Feedback

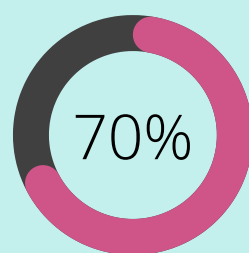


People's expectations of brands are higher than ever, and with retention and loyalty at stake, brands are scrambling to drive great experiences. Find out how to use qualitative feedback to prevent and solve for the most common challenges of the customer journey.

Common Pain Points in the Customer Journey

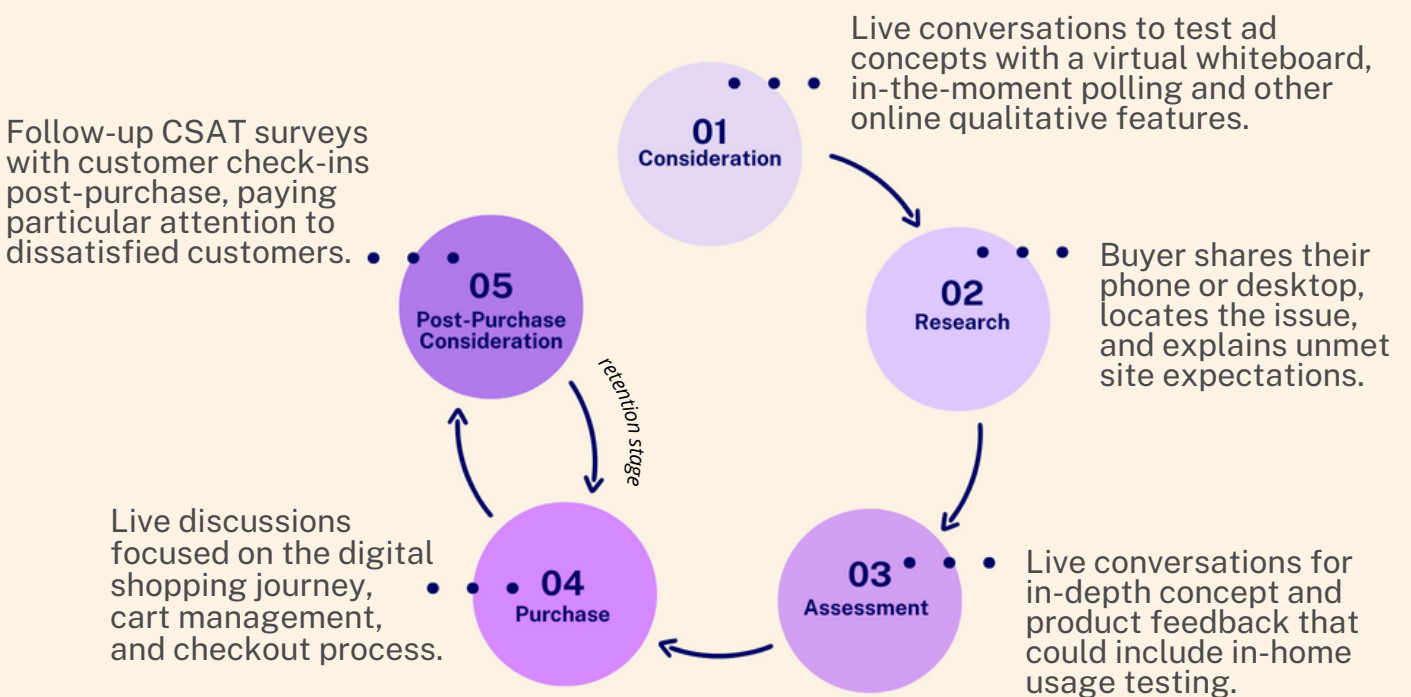


75% of people say they click on ads because they expect an answer to their question ([Clutch](#))



70% of online shopping carts are abandoned on average ([Baymard Institute](#))

Customer Feedback Methods that Help Avoid Pain Points



Companies that are customer-centric are

60%

more profitable ([Deloitte](#))

Qualitative insights, whether gathered through live online discussions or unmoderated feedback, help brands both anticipate and overcome challenges to the customer journey. Learn more about turning experiences into insights with Discuss.

