

# The R34bn opportunity cost of online CX

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## *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](#).

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