

2025 State of Digital Experience Report

Uncovering the Hidden Costs
of Poor Digital Experience



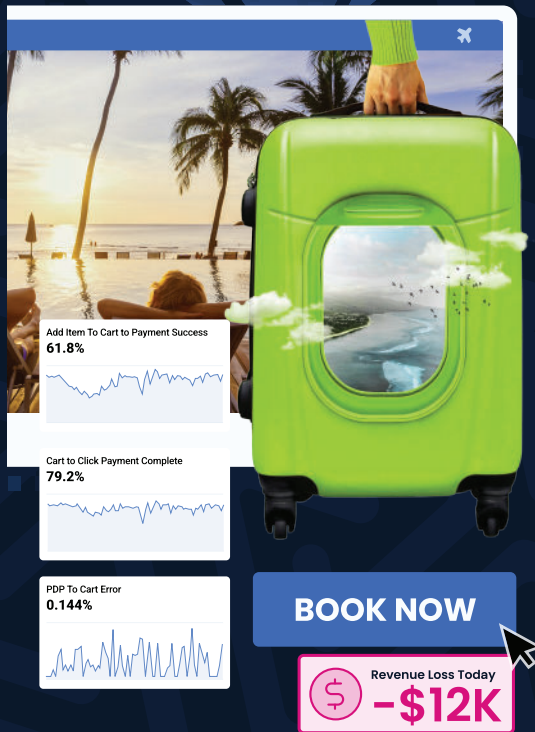
Introduction

In today's attention economy, delivering exceptional and engaging digital experiences has become a make-or-break differentiator across industries—from entertainment to retail, travel & hospitality, and banking. Businesses must continually optimize the speed, reliability, and usability of their services while proactively identifying and resolving customer-impacting issues. When businesses deliver a great experience, they achieve better outcomes including retention, conversions, revenue, and improved reputations.

However, delivering seamless end-to-end customer experiences is complex due to the rise of the 24/7 economy, proliferation of diverse devices, and increasingly rich feature sets. Without real-time visibility into customer experiences and their connection to the performance of underlying services

and business outcomes, organizations cannot address issues promptly or easily optimize experiences—risking both customer satisfaction and brand perception.

This report examines the state of digital experiences in 2025, drawing insights from 37 million users and 223 million user sessions, representing 258 billion events, sourced from all continents. It also incorporates data from a survey of 4,000 consumers, highlighting the impact of positive or poor interactions on customer experience and engagement. The report identifies where digital businesses excel, where they fall short, and how rising expectations and diminishing patience shape consumer behavior. By analyzing consumer responses to poor experiences, it offers actionable insights to help businesses thrive in an era where attention is the most valuable currency.



Digital issues are prolific

91%

of consumers have encountered a digital-experience-impacting issue in the past 12 months, highlighting the challenges businesses face in delivering high-quality services.

40%

of consumers encounter at least one app crash or slow load time per week, while 15% report ten or more issues, highlighting how frequently digital experiences fail.

<60%

of consumers are satisfied with their digital experiences, indicating a serious gap between their expectations and businesses' ability to deliver.

The short-term pain of digital performance issues



1 in 4 consumers abandon an online purchase if it doesn't complete in 10 seconds or less, emphasizing how quickly patience wears thin.



The impact of poor digital experiences on revenue is immediate and tangible—causing **55%** of consumers to not make their purchase, driving **50%** to another company, and leading **39%** to cancel their subscription.



Audiences expect perfection and are unforgiving when businesses fall short. If poor experiences increase from 1% to just 2%, consumers spend **42% less time** on a digital platform. Conversely, consumers with at least 99% positive experiences spend **6.5x more time** with a service than other users.

The long-term consequences of poor versus positive experiences



Subpar experiences reduce customer retention and return rates. Every 1% increase in poor experience makes a customer 1% less likely to return within a week. This has a direct impact on revenue—customers who don't come back see fewer ads, make fewer purchases, and are more likely to cancel subscriptions.



42% of consumers repeatedly experience the same digital service-impacting issues, leaving them disenfranchised and, ultimately, eroding brand trust and loyalty.



Companies are rewarded for positive digital interactions—93% of customers using a video streaming service will return within the next seven days if they receive a great experience.



The Rise of the Attention Economy

Consumers today face an overwhelming number of choices, yet have less time and limited attention spans, creating fierce competition for their engagement. This scarcity of time and focus has created an “attention economy,” where users lose patience if digital services aren’t perfect from the outset, shifting their attention—and spending—elsewhere.

To prevent customers from straying to competitors, companies introduce new digital services, progressively enhancing their apps with more features. But what was recently considered a novelty quickly becomes a basic norm. For instance,

50% of people who use hospitality apps now expect functionality such as digital room keys for mobile wallets or live chat with staff.

All these new features add complexity, which makes it more difficult to monitor and maintain service excellence. Despite ongoing investment in new digital capabilities, streamlined customer journeys, and personalized interactions, companies often can’t adapt fast enough to meet consumer expectations.

In a single year, expectations can change dramatically. Businesses that consistently deliver great experiences have a powerful opportunity to differentiate by driving deeper engagement. However, every time a company delivers a poor digital service, it increases the risk that the customer will lose interest. Disengaged customers are less likely to complete their transactions, making them more susceptible to churn—and ultimately driving them into the arms of competitors.



The abundance of information leads to a scarcity of attention. Information consumes the attention of its recipients.

—Dr. Herb A. Simon
1975 Turing Award
1978 Nobel Prize for Economics

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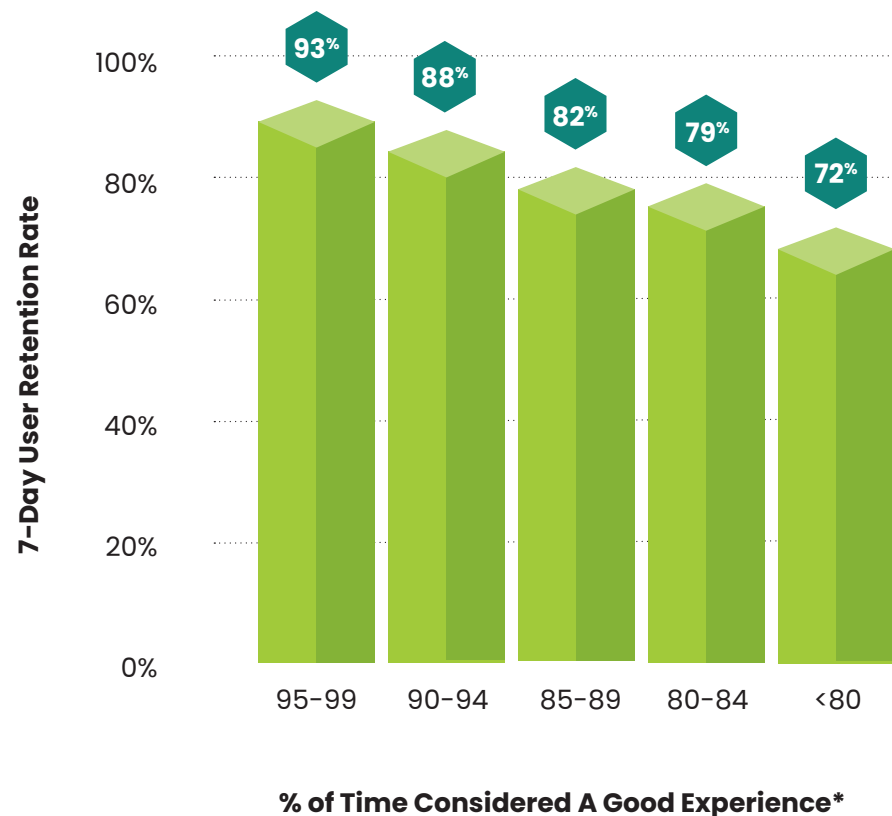
Navigating the “Patience Equation”

As consumer expectations have increased, their patience for poor digital experiences has rapidly diminished. Customers quickly disengage if more than 1% of their time with a digital experience is poor. In fact, increasing poor experiences to just 2% results in customers spending 42% less time engaged with the business. Poor experiences with video streaming services cause more than 20% of customers to not return within 7 days.



There is now a clear “patience equation,” whereby every 1% degradation in quality of experience leads to a 1% increase in customer churn.

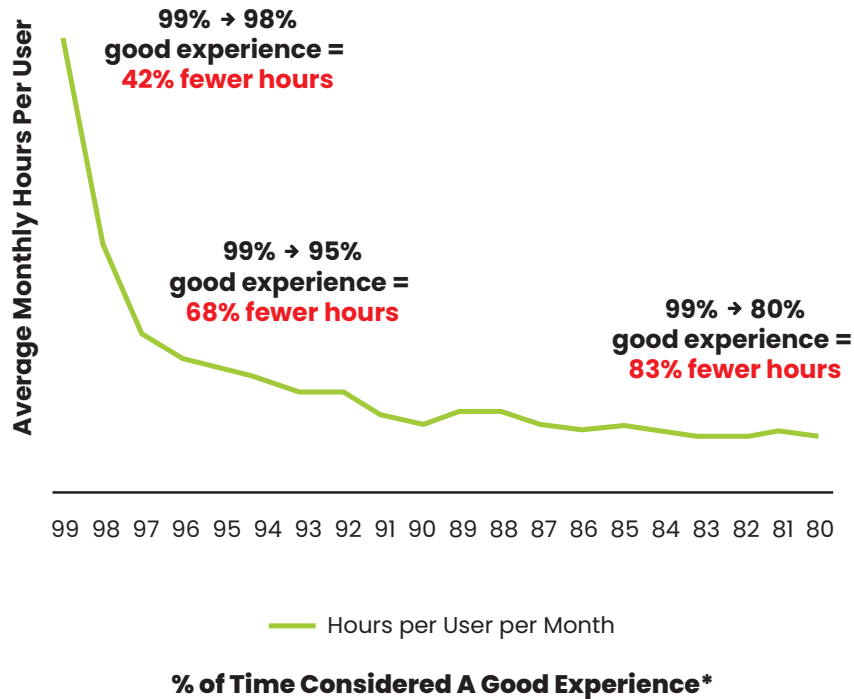
This cause-and-effect pattern remains consistent until around 60% of experiences are considered good, which is when churn levels off.



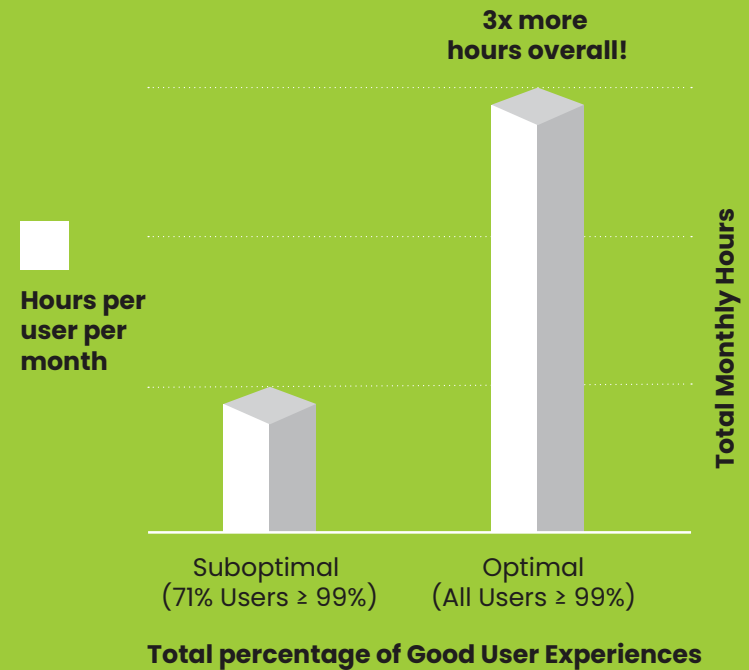
*Good Experience: 0 app crashes, ≤1 sec app start, ≤1 sec app screen load, ≤5 sec web page load



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Consumers universally expect instant, seamless digital experiences. They quickly abandon transactions with services that fail to meet these expectations, regardless of the industry.

Transaction	Consumers who will abandon in 10 seconds or less
Buying from an online marketplace - i.e., Amazon or eBay	26%
Paying for a grocery shop	26%
Buying from a fashion retailer	25%
Booking a table at a restaurant	25%
Buying luxury goods, such as designer clothing	25%
Booking and paying for a train ticket	24%
Booking and paying for a hotel room	23%
Booking and paying for a flight	22%
Buying tickets for a music, theater or sport event	22%
Booking and paying for a package holiday	21%

Users expect basic functionalities to work flawlessly; anything beyond this, such as personalization, is a bonus. Their top irritants include broken webpages, sudden crashes, and login failures, underscoring their lack of patience for sporadic issues that hinder them from transacting.

Ranked: Most Common Digital Experience Irritants for Customers

- 1

Broken webpage or link (e.g., 404 error)
- 2

Sudden and unexpected crashes
- 3

Issues when attempting to login
- 4

Slow or failed checkout process
- 5

App or website is difficult to use
- 6

Slow start-up or homepage load time
- 7

Poor search functionality or results
- 8

Items regularly showing out of stock
- 9

Poor personalized recommendations

However, many issues affecting customers—especially those impacting small cohorts of customers—are likely invisible to the companies delivering these digital experiences. Without deep insight into what specific groups of customers are experiencing at every touchpoint, businesses will struggle to deliver consistently high-quality services, and risk unknowingly alienating consumers who feel neglected.

Considering that in 2023 the global payments industry handled **3.4 trillion transactions**, accounting for \$1.8 quadrillion in value (that's \$1.8 million billion!), even a small fraction of disrupted digital experiences translates into substantial lost revenue.

When businesses fail to detect and swiftly address these friction points, the cumulative cost becomes a significant threat to loyalty, profitability, and market share.

Initially, companies lose revenue from abandoned transactions, but they also face a longer-term risk as dissatisfied customers become vocal detractors. As these customers seek resolutions, businesses incur additional expenses through increased frontline support demands. Most concerning, repeatedly unresolved issues indicate a critical gap in organizations' ability to learn from past mistakes.



Among consumers who have encountered poor digital experiences:

52%

say it annoys them that companies only fix digital experience issues when they complain

49%

say companies don't seem to care when customers have a poor digital experience

42%

say they repeatedly have the same digital experience issues as companies never learn from their mistakes

44%

say when they encounter problems with an app, there is no available help to fix it, leaving social media as their only option for seeking assistance

The Current State of Digital Experiences

While consumer expectations for seamless digital experiences continue to increase, the reality is that businesses are struggling to keep pace. Almost all consumers have encountered issues that disrupt their digital experiences. Despite ongoing digital innovation, service quality is not improving at the rate that consumers expect. In fact, many consumers perceive the quality of digital experiences as having declined over the past two years. When businesses fail to deliver consistently reliable and high-performing services, customers lose trust and go elsewhere.

91% of consumers have encountered a digital-experience-impacting issue in the past 12 months.

Among Consumers Who Use Digital Services:



42% see the “spinning wheel of death” (i.e., when webpages are loading slowly) more now than they did two years ago



39% get “digital rage” (i.e., they become angry because digital services don’t work) more often now than they did two years ago

Consumers most frequently encounter issues that affect the basic accessibility of digital services, such as the performance and availability of a website or app. Looking at just app crashes and slow load times, 40% of users have at least one problem per week, with 15% reporting ten or more issues. When consumers face these frustrations repeatedly, they are far less likely to return, leading to long-term revenue loss and declining brand reputation.

The Most Common Issues Consumers Report:

- 38%** Slow or frozen webpages or unresponsive apps
- 33%** Buffering streaming services
- 29%** A sudden crash of an app or website
- 27%** Inability to log in or register
- 25%** Payment processing issues – e.g., failed or slow checkout
- 21%** Promotion or discount code not recognized or applied at checkout
- 19%** Unhelpful or irrelevant search results
- 17%** Poorly designed app or website that isn’t intuitive
- 13%** Poorly targeted recommendations for additional products you might like

Third-party vs. going direct

Consumers perceive little difference in the quality of digital experiences between third-party marketplaces and company websites. This presents a golden opportunity for both originators and third parties to increase revenue by optimizing their digital journeys for more seamless customer experience.

Percentage of Consumers Who Have Had Digital Experiences Go Wrong in the Past 12 Months

	Going directly to the provider	Going via a third-party
Buying a product online	36%	38%
Booking a flight	32%	30%
Booking a hotel room	30%	32%

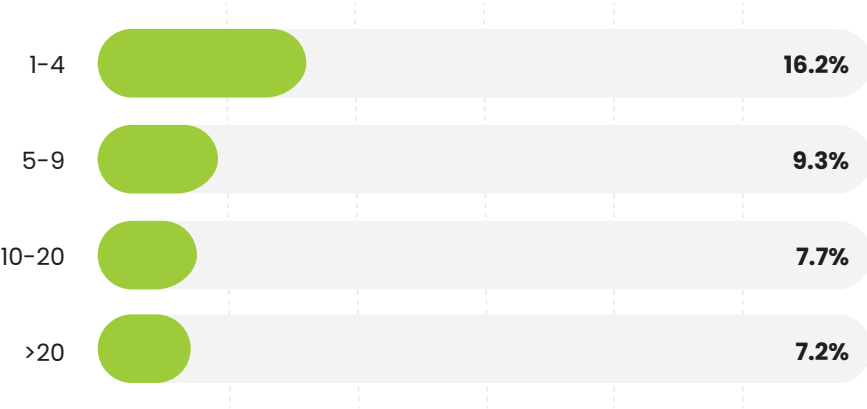


1 in 3 consumers has raised their expectations for digital experiences over the past 12 months



Fewer than **60%** of consumers are satisfied with their digital experiences

Greater Than 40% of Users Experienced Problems, Last 7 Days.



Poor Digital Experiences Have Business Consequences?

As consumers' expectations continue to increase, they are becoming far less willing to tolerate poor digital experiences.

- 55% of consumers decided not to make their purchase following a poor digital experience
- 39% of consumers canceled a subscription following a poor digital experience

Among consumers who use these services/companies:



50% say that issues with online booking make them question the quality of service at a hotel or restaurant

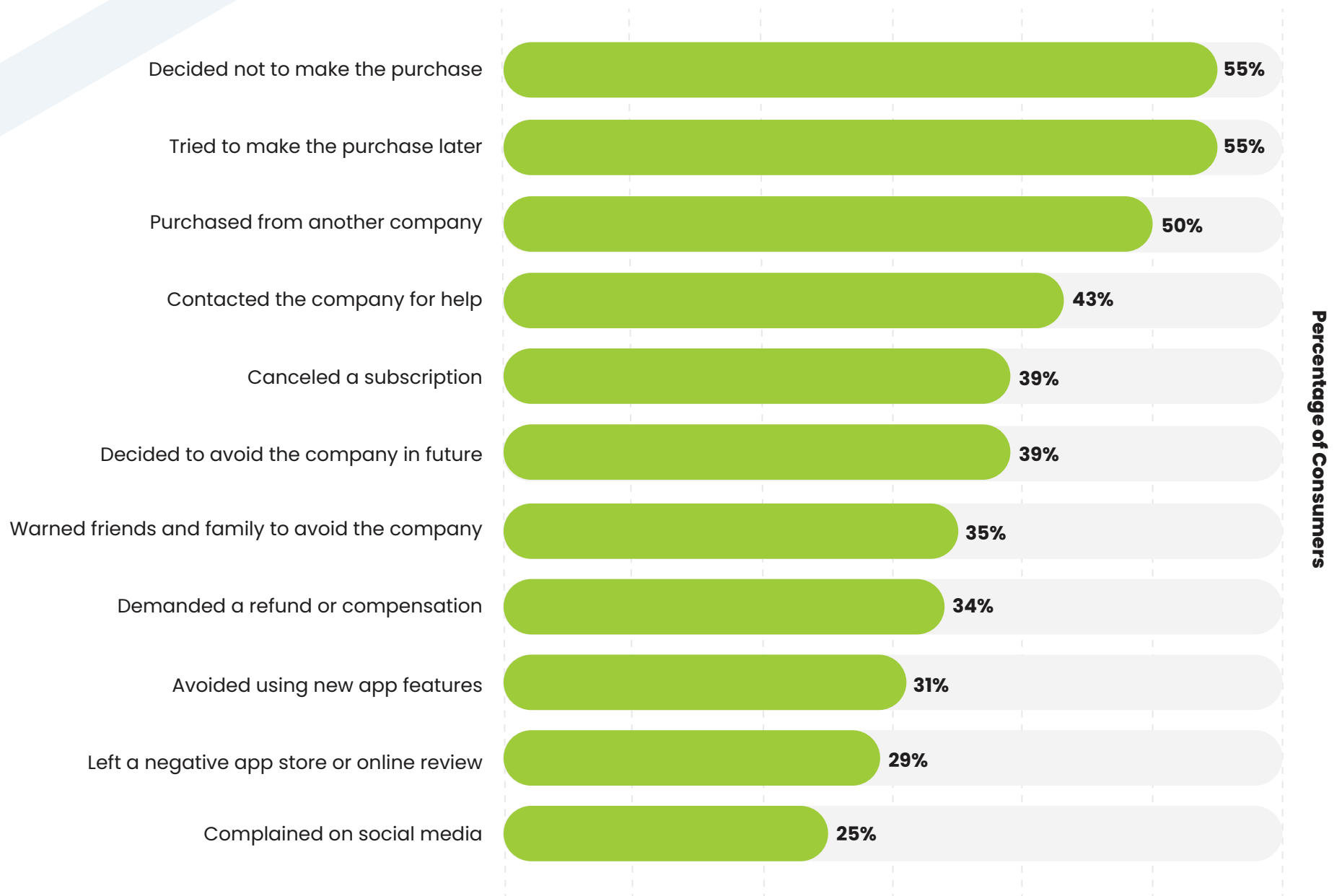


35% say they won't eat at a restaurant again if the app or website fails to register loyalty points or rewards that they've earned

These consequences can range from reduced engagement to lost revenue, due to customer churn and abandoned purchases, to the operational costs of handling complaints and refunds. Additionally, longer-term reputational damage is harder to repair and can be more costly.

For many businesses, the biggest concern is that they often aren't aware that customers are struggling with a digital service. Less than half of consumers say they will contact the company for help. Instead, many who have bad experiences will just take their business elsewhere. Businesses often remain unaware of the pain points that are driving churn, leaving them unresolved for years.

Actions Taken in Response to a Poor Digital Experience



Consumers also have little patience for poor digital experiences, with most tolerating no more than three issues before turning their back on a website or app for good. The consistency of this trend across industries highlights a universal truth—no matter the service, performance is non-negotiable. Businesses that fail to meet expectations risk losing customers.

The Number of Poor Digital Experiences Consumers Would Tolerate Before They Stop Using the Website or App

	Zero	One	Three or less
Luxury/premium goods retailer	21%	23%	81%
Gaming/betting	21%	18%	77%
Department store, mainstream retailer, or hardware store	13%	19%	76%
Travel (i.e., airline, tour operator, or train company)	17%	20%	77%
Insurance providers	17%	20%	76%
Restaurant or hotel	17%	19%	80%
Banks	15%	16%	65%
Healthcare providers	15%	18%	69%
Media and entertainment (i.e., streaming services)	14%	16%	69%
Grocery retailer	13%	18%	72%

The Human Impact of Poor Digital Experiences

Beyond financial consequences, poor digital experiences can have a profound human impact, which is harder to quantify or measure but remains deeply damaging to a company’s brand and reputation. As digital services are woven into everyday life, when they fail, the frustration can extend beyond inconvenience to customer wellbeing.



30%

I’ve been left in a bad mood



15%

I shouted at a friend or family member out of frustration



16%

My plans were ruined (i.e., holiday or social gathering)



11%

I’ve felt physically sick or unwell

The reverse of these trends and consequences is also true. Brands that consistently deliver seamless, high-quality digital experiences are rewarded with stronger customer loyalty, increased customer engagement, and higher lifetime value.

93% of users will return within the next seven days when they have great experience with a video streaming service.

Ultimately, reliability and excellent digital experiences foster trust, leading to increased spending and stronger brand advocacy. In fact, some consumers are even willing to overlook negative reviews if a company provides an exceptional digital experience. This underscores the critical role digital services play in shaping customer perceptions and highlights a key opportunity for businesses to differentiate themselves in a competitive market.



41% of consumers are willing to overlook negative reviews if a hotel delivers a great digital experience when they are researching and booking a stay

Impact of Positive Digital Experiences

Percentage of consumers who say they would be likely to have this response.

79%

Buy the same product or service from the company next time I needed it

76%

Are loyal to the company – i.e., prefer to buy from the company rather than its competitors

75%

Consider additional products or services from the company

72%

Recommend the company to a friend

61%

Leave a positive app store or online review

44%

Post about the experience on social media

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Bridging the Digital Experience Gap

To remain competitive in the attention economy, businesses must adopt a more fine-grained approach to analyzing and addressing their customers' digital experiences. Meeting customers' growing expectations means that companies need to find and fix the "thousands of little cuts" that impede engagement, conversion, and revenue rather than just trying to prevent the big outages.

It's not the occasional large-scale problems that do the most damage to customer engagement and retention, as they are often easier to detect and fix. Instead, it's the countless small issues, occurring repeatedly and unnoticed, that create constant friction for a wide range of consumers and silently erode customer satisfaction and retention. As we've seen, consumers are quick to abandon purchases and companies altogether at the slightest digital inconvenience.

To understand why users are losing patience, interest, and their purchase intent, businesses need to know what is happening at every single touchpoint in the customer journey along with the root cause. Only by bridging this gap between customer experience and digital service performance can companies improve satisfaction, retention, and revenue.



Customer complaints are increasingly visible on social media, yet outages are reducing. This means many customers experience friction points and abandon purchases without businesses even knowing.

—Keith Zubchevich, CEO Conviva

Many businesses already use tools to gain insight into the customer journey. However, conventional monitoring tools often fall short, exposing an increasing disconnect between what these solutions track and what users truly experience.

Businesses should implement analytics and automation solutions that deliver an outside-in perspective on digital experiences, pinpointing on how cohorts of customers with shared attributes (e.g., device, app version, location) navigate their user journeys. These solutions should surface precise insights and automate improvements when the experience or engagement deviates from the norm. This is the best way to understand customer interactions, secure their attention, maximize engagement, and achieve desired business outcomes.

Companies must deliver seamless customer journeys, which will help, companies can position themselves to deliver seamless, high-performing customer journeys, which will help prevent revenue loss, foster loyalty, increase engagement, and turn digital experiences into a strategic advantage.

Methodology

This report is based on insights from the digital experiences of 37 million users and 223 million user sessions, representing 258 billion events, sourced from all continents in March 2025. Digital services included in this research belonged to active Conviva customers, had at least 10 million digital sessions per month, and at least 80% of those sessions were associated with a unique user ID as of March 2025. All analysis was conducted in a privacy-preserving manner, both for end users and Conviva's customers.

The report also includes data from a survey of 4,000 consumers, including 2,001 in the U.S. and 2,000 in the UK. The research was conducted by Censuswide and commissioned by Conviva in February 2025.

A Note on the Analysis

To determine the impact of quality of experience on user outcomes such as engagement and retention, Conviva calculated the percentage of each user's time that represented a good experience during an initial interval, segmented them based on their quality of experience, and then measured their behavior during a subsequent interval.

To ensure users' experiences were representative (rather than atypical), the analysis included only users that had at least five digital sessions in the initial interval, and Conviva only calculated aggregate metrics for segments comprising at least 100 users.

Because each digital service exhibits a unique engagement pattern, outcome measurements were normalized before being aggregated to the industry level.

Conviva empowers the world's leading brands to deliver flawless digital experiences and drive growth with real-time performance analytics and precise AI-powered insights and automation. By leveraging and computing client-side data from all users while they are in session, the Conviva platform unifies customer experience, engagement, and technical performance with business outcomes. This approach reveals issues and opportunities that

other solutions miss, helping you boost conversions and revenue, optimize engagement, and proactively resolve issues before they impact your customers.

To learn more about how Conviva can help improve the performance of your digital services, visit www.conviva.com, our [blog](#), and follow us on [LinkedIn](#).