CX: The Big Picture

We surveyed more than **2,600 business leaders worldwide** who are involved in or familiar with their companies' approach to CX. Following is a snapshot of what we learned about CX trends, challenges, and priorities.

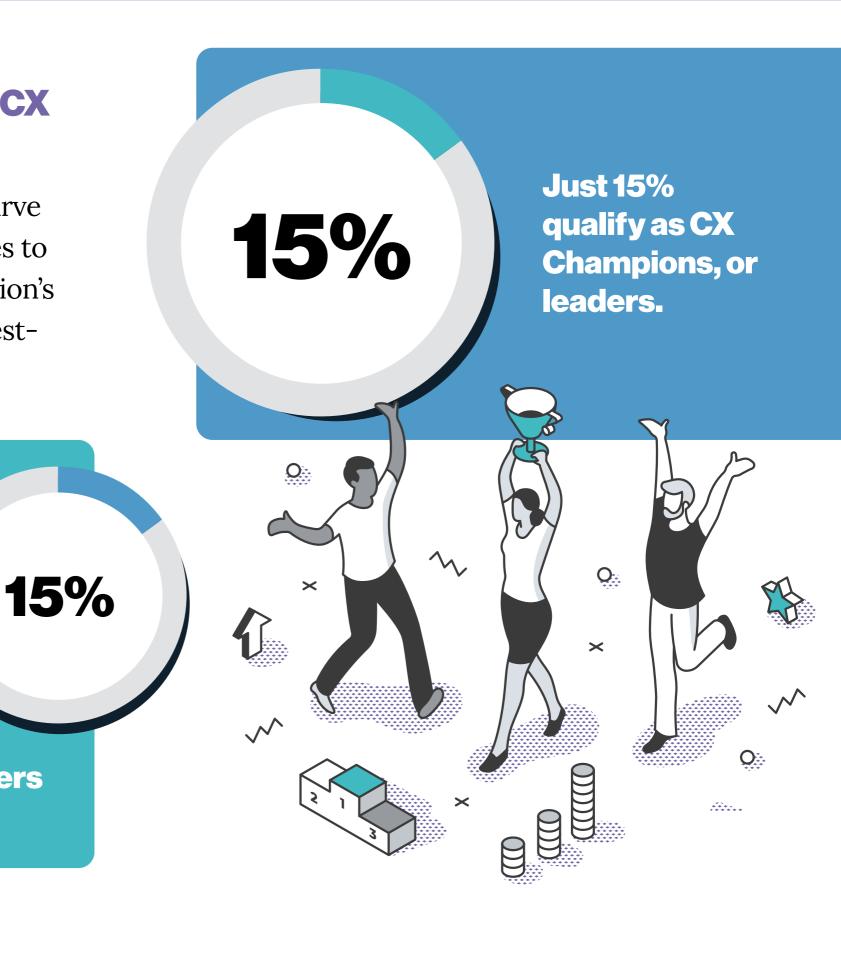
remain a rare breed. We developed a CX maturity curve

Companies with stellar CX

based on participants' responses to questions about their organization's CX activities and related IT investments. The results:

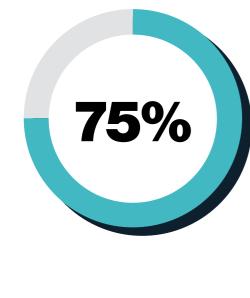
70%

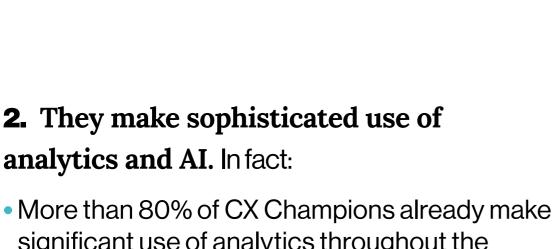
The rest are either Followers (70%) or Laggards (15%).



1. They view having a CX strategy as essential

Three factors set CX Champions apart from the pack.

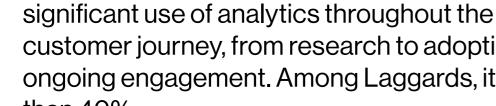




transformation efforts as well. In fact: Nearly 75% of CX Champions say their CX strategies are crucial elements in their organization's digital strategies. Among

not only for CX, but also for larger digital

Laggards, it's just 23%.

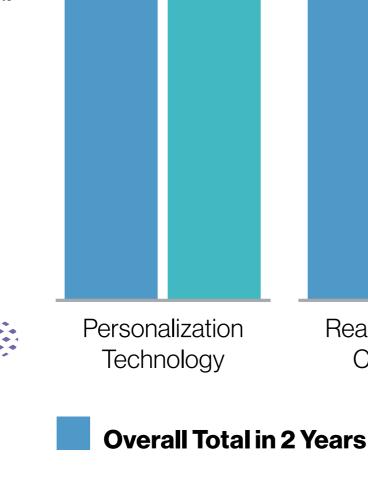


customer journey, from research to adoption to ongoing engagement. Among Laggards, it's less than 40%. Champions are most likely to expand their 86% use of "smart"

73%

the short term. For instance:

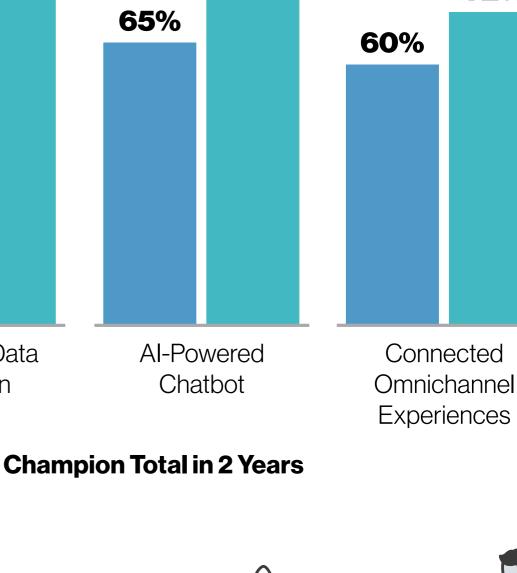
tools for CX in



Real-Time Data Collection

84%

73%



81%

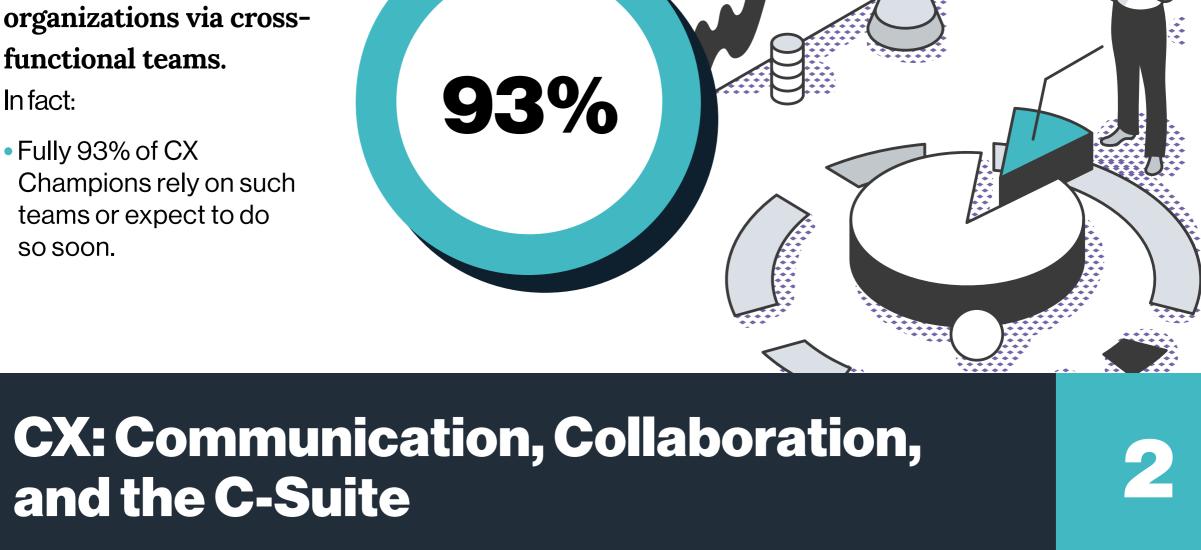
40%

72%

functional teams. In fact: Fully 93% of CX Champions rely on such teams or expect to do so soon.

3. They operationalize

CX throughout their



Champions keep all Champions Champions engage employees involved emphasize the C-suite. in and informed collaboration. about CX.

Champions Laggards For example: 70% of Champions have extensively documented workflows for departments and functions involved in CX. Among Laggards, it's only

about 24%.

Champions

For example:

Nearly 60% of Champions

CX management. Among

Laggards

Laggards For example: More than 75% of Champions say their organizations' rely heavily on collaborative software and platforms for C-suite executives are "very" or "extremely" Laggards, it's less than 25%. involved with CX. Among Laggards, it's 43%.

ethics and privacy.

67% of respondents overall (and 61% of Champions) say that many in their organizations believe that CX and customer service are the same thing. But we believe CX Champions

Respondents overall

Beyond CX

understand how the two differ. More important, they're likely to take a strategic approach to making sure that CX and customer service complement each other. **CX Champions are serious about**

CX champions embrace both customer

experience and customer service.

Champions Champions recognize that customers increasingly expect to know exactly how companies are using and protecting — their personal information. The vast majority — **88%** — of Champions surveyed either

soon. That's 20% higher than survey respondents overall. **Bringing It All Together** Just 15% of companies surveyed — our CX Champions — are

delivering stellar CX and garnering impressive ROI, which are, of course, both crucial to driving digital transformation.

• **Incorporate CX** into their overall digital strategies. • Involve the C-suite in their CX initiatives. • Streamline operations to provide faster, more dynamic experiences. **15%** • Establish cross-functional teams, equipping them with

Organizations looking to join their ranks may wish to:

- clear workflows and collaborative software platforms. are delivering Apply insights obtained from analytics and AI stellar CX to continuously improve CX. • Take a complementary approach to providing CX and customer service. • Embed ethics into every aspect of CX.

To learn more about SAS solutions for marketing and CDP capabilities, visit: sas.com/ci.

For more results from our research into CX trends and priorities,

read the full report: mitsmr.com/CX_Champions

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Respondents overall

have data ethics plans in place now or plan to implement them