

CX Champions Share Their Secrets

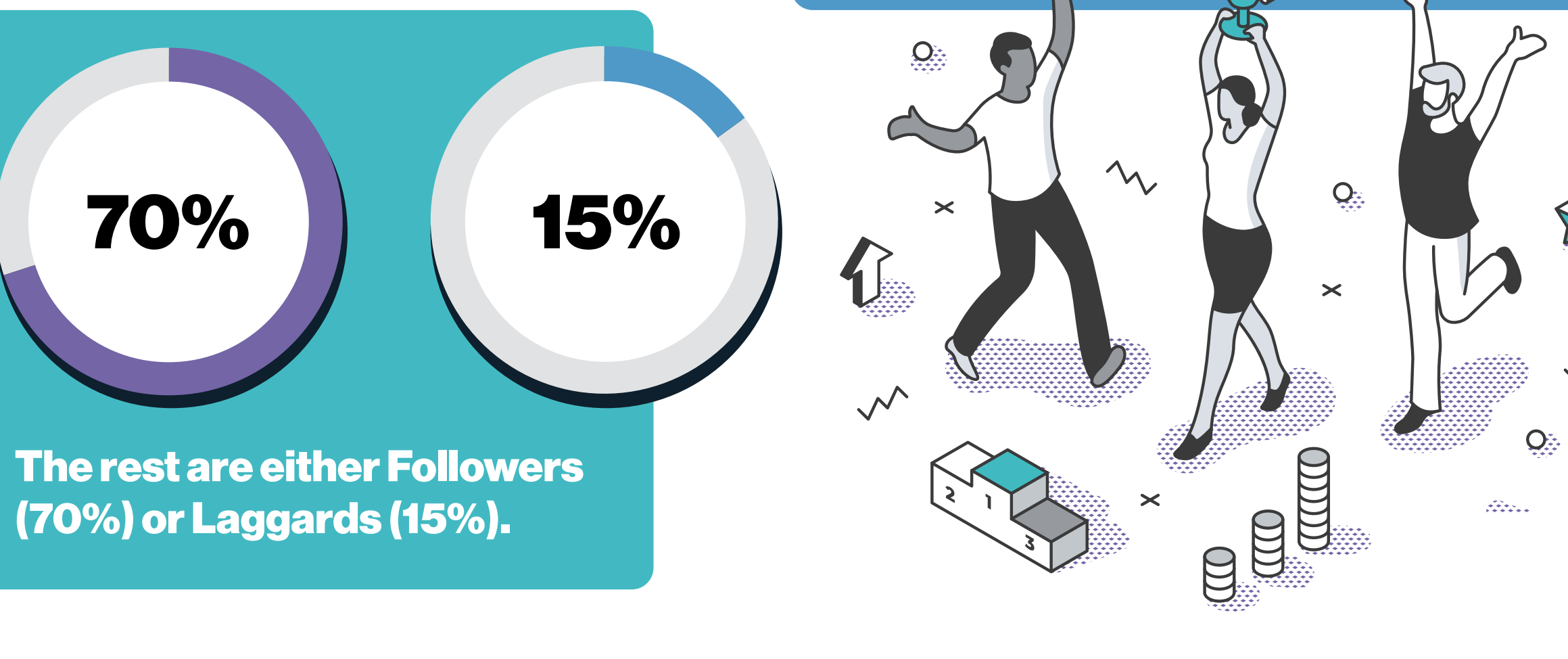
CX: The Big Picture

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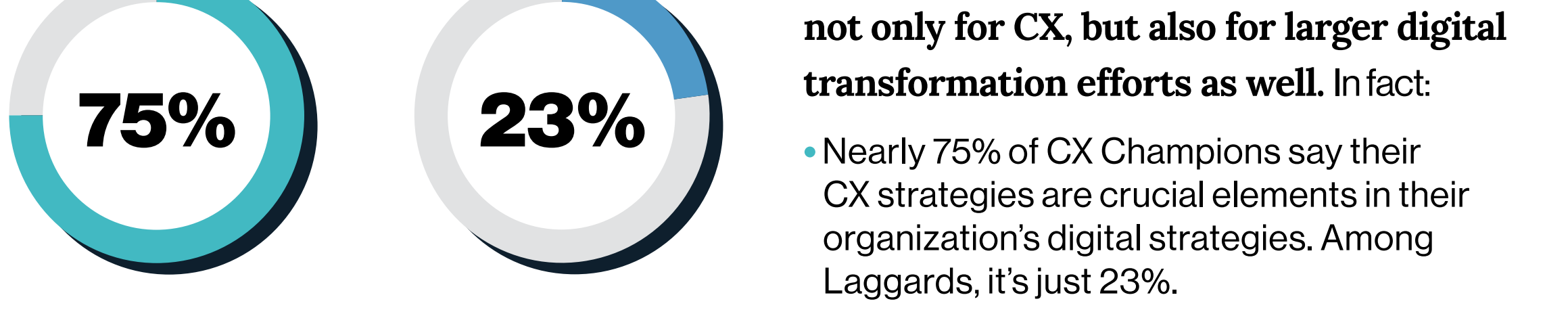
We surveyed more than **2,600 business leaders worldwide** who are involved in or familiar with their companies' approach to CX. Following is a snapshot of what we learned about CX trends, challenges, and priorities.

Companies with stellar CX remain a rare breed.

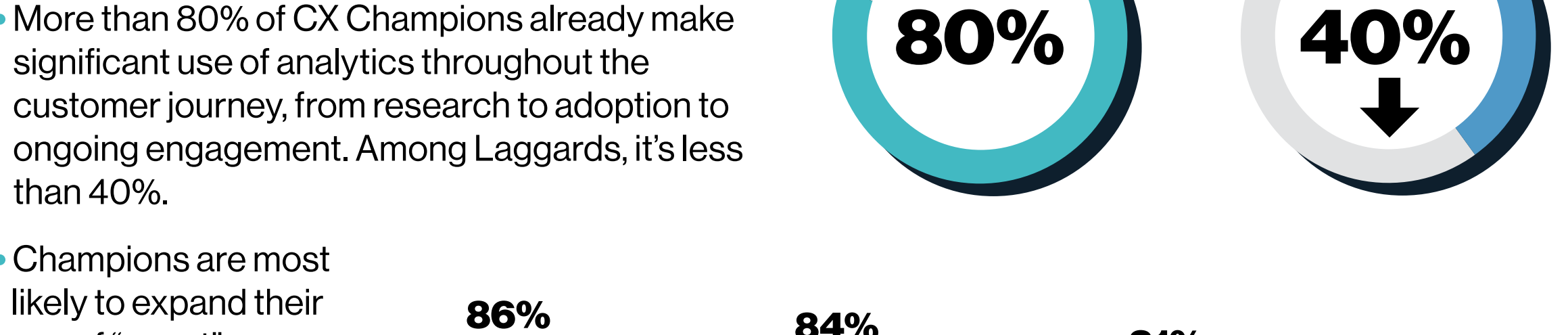
We developed a CX maturity curve based on participants' responses to questions about their organization's CX activities and related IT investments. **The results:**



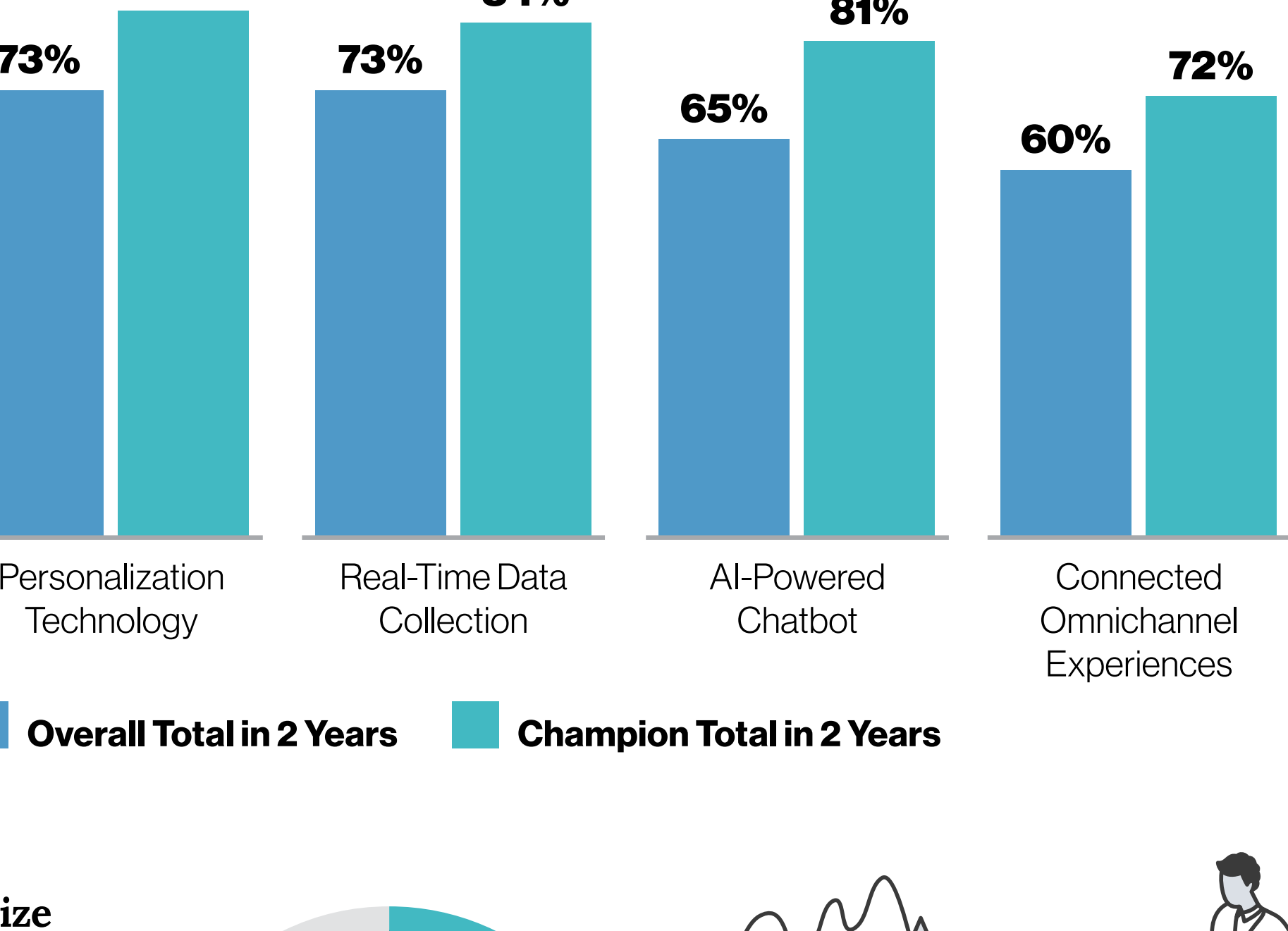
Three factors set CX Champions apart from the pack.



2. They make sophisticated use of analytics and AI. In fact:



Champions are most likely to expand their use of "smart" tools for CX in the short term. For instance:



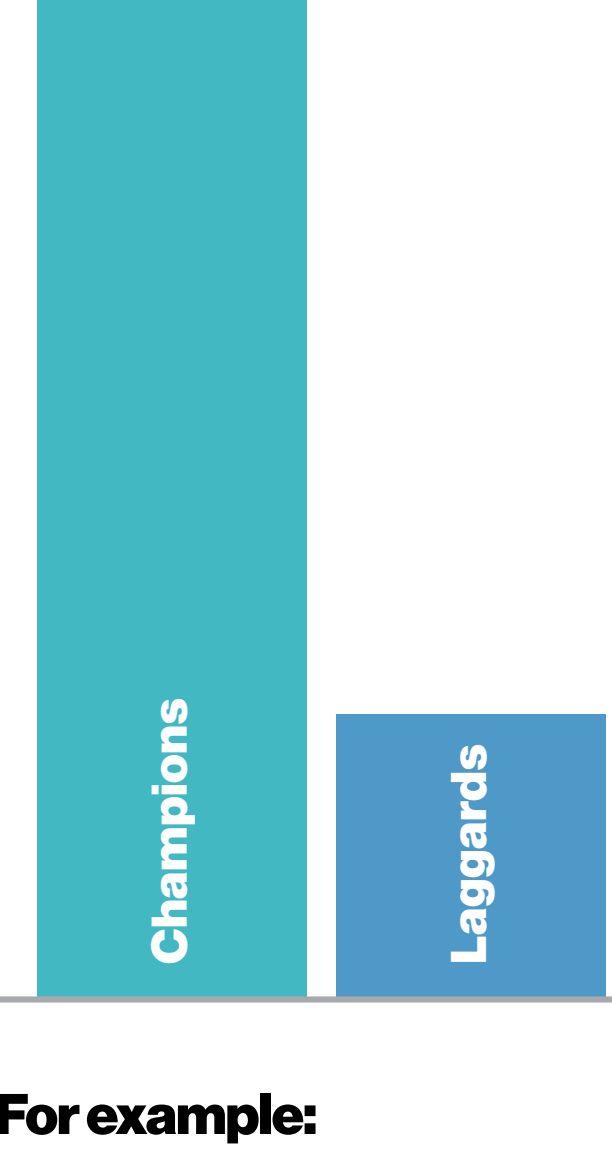
3. They operationalize CX throughout their organizations via cross-functional teams.



CX: Communication, Collaboration, and the C-Suite

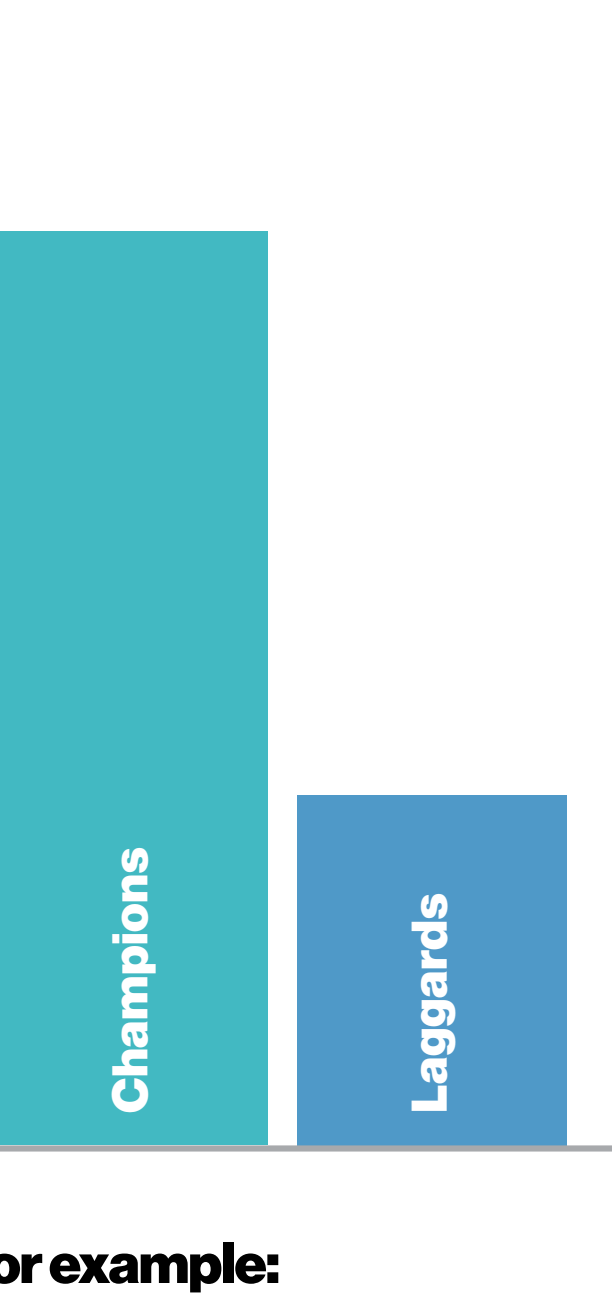
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Champions keep all employees involved in and informed about CX.



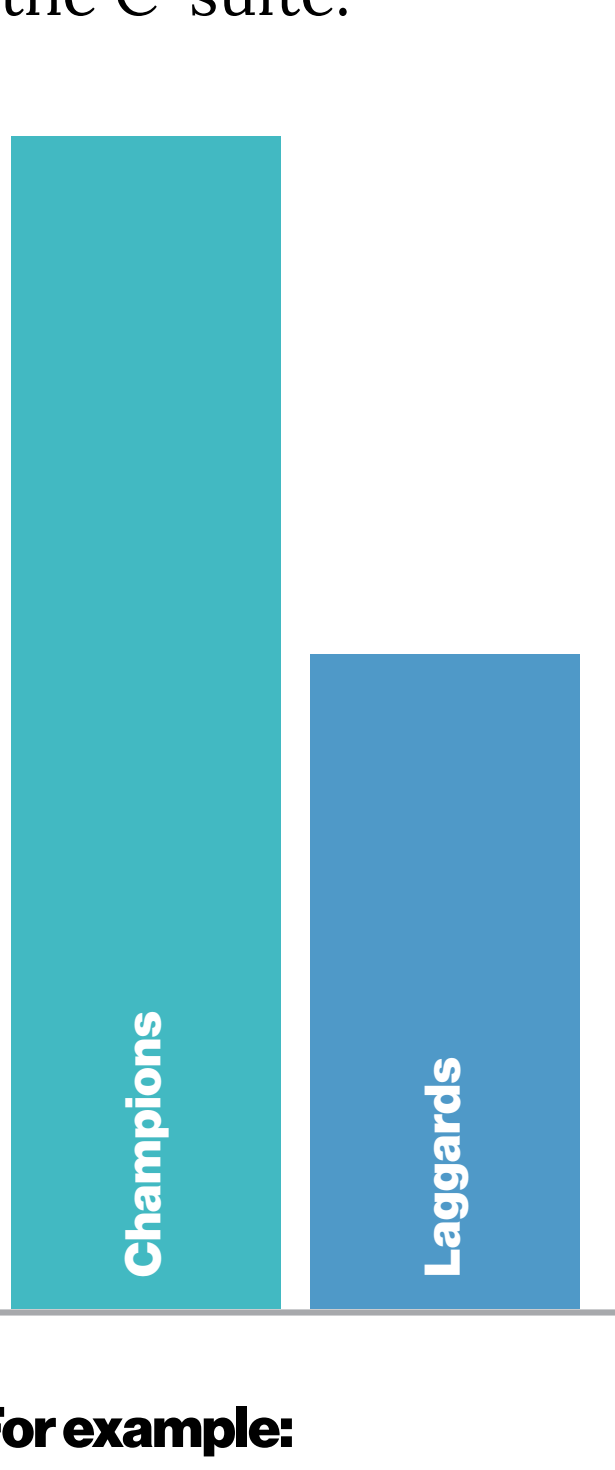
For example: 70% of Champions have **extensively documented workflows** for departments and functions involved in CX. Among Laggards, it's only about 24%.

Champions emphasize collaboration.



For example: Nearly 60% of Champions rely heavily on **collaborative software and platforms** for CX management. Among Laggards, it's less than 25%.

Champions engage the C-suite.



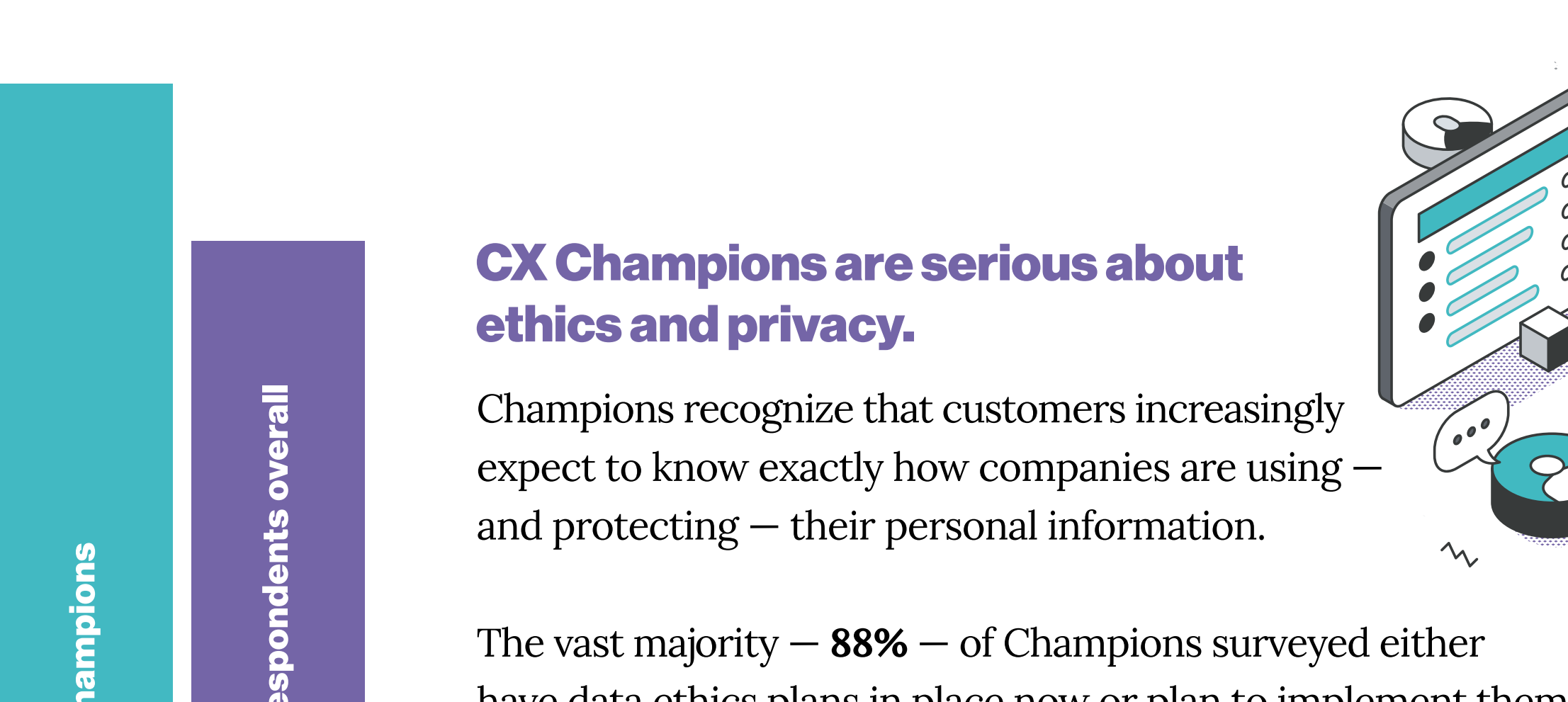
For example: More than 75% of Champions say their organizations' **C-suite executives** are "very" or "extremely" involved with CX. Among Laggards, it's 43%.

Beyond CX

3

CX champions embrace both customer experience and customer service.

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 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 ethics and privacy.

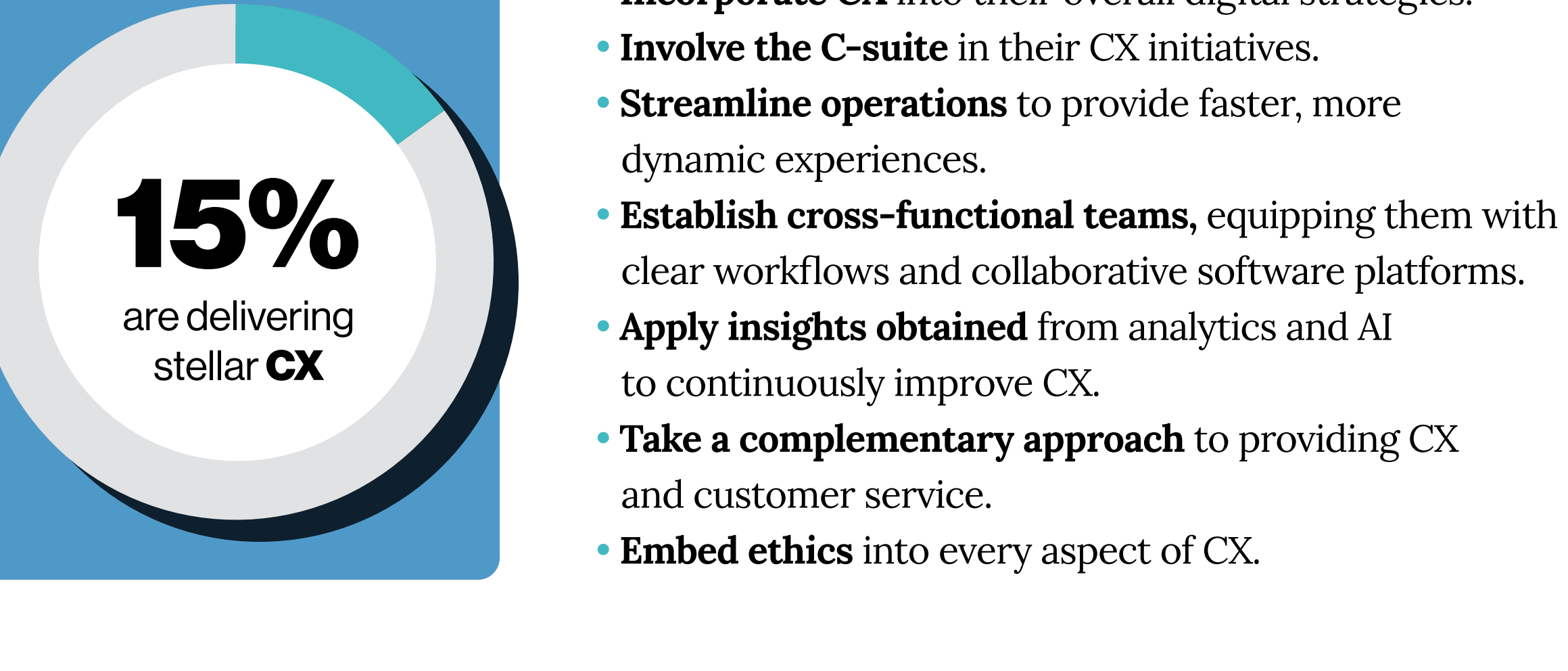
Champions recognize that customers increasingly expect to know exactly how companies are using — and protecting — their personal information.

The vast majority — **88%** — of Champions surveyed either have data ethics plans in place now or plan to implement them soon. That's 20% higher than survey respondents overall.

Bringing It All Together

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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. **Organizations looking to join their ranks may wish to:**



For more results from our research into CX trends and priorities, read the full report: mitsmr.com/CX_Champions

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