CX: The Big Picture

CX Champions share their secrets. Three factors set CX Champions apart from the pack. To learn more about SAS solutions for marketing and CDP capabilities, visit: sas.com/ci.

CX Champions

1. CX Champions are serious about embedding ethics and privacy. CX Champions are serious about embedding ethics and privacy. In fact:
   - 88% of Champions have data ethics plans in place now or plan to implement them soon. That’s 20% higher than survey respondents overall.
   - The vast majority — about 24% — of Champions surveyed either recognize the importance of ethical AI in their digital strategies or plan to do so soon. That’s 20% higher than survey respondents overall.
   - Among Laggards, it’s just 23%.

2. CX Champions keep all employees involved in and informed about CX. CX Champions keep all employees involved in and informed about CX. For example:
   - Nearly 60% of Champions have data ethics plans in place now or plan to implement them soon. That’s 20% higher than survey respondents overall.
   - The vast majority — about 24% — of Champions surveyed either recognize the importance of ethical AI in their digital strategies or plan to do so soon. That’s 20% higher than survey respondents overall.
   - Among Laggards, it’s just 23%.

3. CX Champions operationalize cross-functional teams and processes. CX Champions operationalize cross-functional teams and processes. For example:
   - More than 80% of CX Champions already make cross-functional teams a priority (70%) or Laggards (15%). The rest are either Followers (15%) or do not have cross-functional teams (15%).
   - CX Champions are twice as likely as Laggards to have data ethics plans in place now or plan to implement them soon. That’s 20% higher than survey respondents overall.
   - Among Laggards, it’s just 23%.

CX Champions are the driving force behind their companies' digital transformation efforts. Among Laggards, it’s just 23%.

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