

2019 Global Customer Experience Benchmarking Report

Bridging the artificial reality

Insights driven by data

Our 2019 findings reveal a gap between CX ambitions and CX capabilities, from strategy to implementation:



88% recognise CX as a competitive differentiator.



87% can evidence increased customer loyalty.



more than 2/3 say it increases revenue/profits.

Yet

55.8% do not have a clear CX strategy, of which more than one third have none.

10.3% completely satisfied with CX capability.

30.4% have apportioned executive responsibility for all CX.

37.2% believe customers rate their CX capability at six out of ten or worse.

7 key insights into the global CX landscape

1

CX transformation is recognised as important but it's not delivering expected returns.

Almost 9/10 see CX as a competitive differentiator

Only 10.9% have promoter-level CX rating

Benefits of improved CX capability:



87.2% believe CX increases customer loyalty.
68.1% say improved CX increases revenue/profits.
61.9% see increased employee engagement as the greatest benefit of CX.

2

Connected CX journeys show huge intent but there's limited channel integration.

Omnichannel strategy/connected customer journey a top three trend for empowering CX delivery in 2017

Yet only 8.4% have all channels connected

Focus is on evolving multichannel strategies:



54.1% say their multichannel strategy is evolving and includes a customer-focused digitalisation plan.
Only 7.2% consider their omnichannel strategy to be robust with a clear value proposition and return criteria.
21.9% have no formal strategy defined.

3

Digitalisation benefits are obstructed by limited channel adoption.

56.9% indicate that customer awareness is the main factor affecting adoption.
63.2% consider customer demand as the strongest driver of digital transformation.



57.0% increase from 2017 in listing competitor pressure as a reason for digitalisation.
79.0% believe digital transformation will improve CX.
58.4% believe digital channels will reduce costs.

4

Robotic automation and AI are forecasted to be the go-to model for future-proofing CX.

Percentage of organisations advancing AI:



Virtual assistants will quadruple to 61.5%.
Proactive automation will triple to 59.8%.
59.8% will be leveraging IoT.

5

Customer analytics transforms into market intelligence.

No shortage of intelligence, but still no single view of the customer.

Analytics named the top factor to reshape the CX industry for the fourth year running:



Only 13.5% say their current analytics capability is optimised.
50.1% say their data analytics capability is growing.
8.5% say they're struggling with too much data.

6

Technology enablement - the gap between risk and readiness widens.

Analytics the top technology trend prioritised by CX teams. Only 15.3% say their analytics systems will meet future needs.

Challenges affecting CX technology systems:

54.0% say legacy systems are restricting growth.
25.5% cite skill shortages as a key concern.
22.8% say their main focus is simply maintaining business as usual.
50.1% say they are restricted by budget.

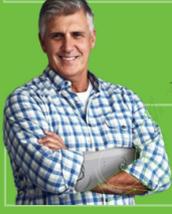


7

Meaningful customer interactions depend on employee experience and workforce optimisation.

Customer satisfaction (CSAT) levels way below optimal.

Most organisations are failing to meet CSAT targets and CSAT is at a record low:



39.5% do not measure employee experience or employee engagement levels.
40.0% have recognised the need to adapt management techniques for the evolving workforce.
56.6% have adopted flexible working arrangements for employees.

You need to understand...but how?

Define the CX strategy

01



Understand

Customer analytics

02



Integrate

Connected CX journeys

03



Automate

Robotics and AI

04



Optimise

Employee experience and workforce optimisation

Let us help you to bridge the artificial reality and create memorable experiences which resonate with your customers.



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